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How Clermont Foot 63 use Qualifio to engage and retain their fanbase



Introduction

The **Clermont Foot 63**, which will be competing in Ligue 2 next season, face a range of new opportunities as well as major challenges with one of their primary goals being to boost **engagement and retention of their fans**.

Football clubs must continually innovate to stay relevant and competitive in the face of fierce competition both on and off the field.

To stand out and keep their fans loyal throughout the year, Clermont Foot 63 have chosen an **approach based on enhancing customer relations**, supported by a strategic use of the Qualifio platform.

"Managing our relationship with supporters is crucial for building a solid base of loyal fans. Engaging them through various digital and physical channels is essential for maintaining a strong and dynamic presence, while also growing our database. With the Qualifio platform, we can now not only engage our fans but also retain them effectively."



Yvan Ducarre

CRM & digital project Manager
@ Clermont Foot 63

Thus, Clermont Foot 63 focus on retaining and engaging their supporters. But how does the club achieve these goals? And what is the strategy for maintaining constant engagement despite the challenges faced by football clubs? This is what you will uncover in this case study.



Engaging fans and expanding the database through interactivity

Growing the database is essential for increasing stadium attendance, enhancing the club's visibility, and attracting new partners, sponsors, and investors.

To achieve this, Clermont Foot 63 focus on collecting **first-party** and **zero-party** data by launching interactive contests during physical events such as trade shows, fairs, and tournaments, as well as through targeted social media campaigns. These digital efforts not only help the club enhance its presence in underrepresented regions but also to engage a broader audience of potential supporters. Their aim is to provide both current and prospective fans with **exclusive experiences and enticing rewards**.

This strategy not only entertains current supporters but also attracts new fans and boosts the club's local presence. In just nine months, the club **engaged around 20,000 fans** through **104 campaigns**, achieving an impressive **average opt-in rate of 56%**. Additionally, during its Ligue 1 tenure, the club's **database expanded by 400%**.



9 months



20,000
engaged fans



104
campaigns



average opt-in rate of
56%



"Previously, we relied solely on flyers to engage supporters at our events. Now, we host contests with prizes at each event. As soon as a new game is launched, we share it across our social media channels, reaching an audience that is twenty times larger than our current database. This strategy allows us to connect with more fans and increase their involvement."



Yvan Ducarre

CRM & digital project Manager
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A notable campaign launched by the club is the use of fortune wheels at autograph sessions. The Clermont Foot 63 integrate an opt-in for their newsletter into these events, combining fun with functionality. Fans have the chance to win jerseys or other official merchandise, and can choose to subscribe to the club's newsletter after providing their contact information for follow-up contact if they win. These **wheels of fortune** typically achieve a strong response, with an **average opt-in rate of 53%**.

average opt-in rate of

53%



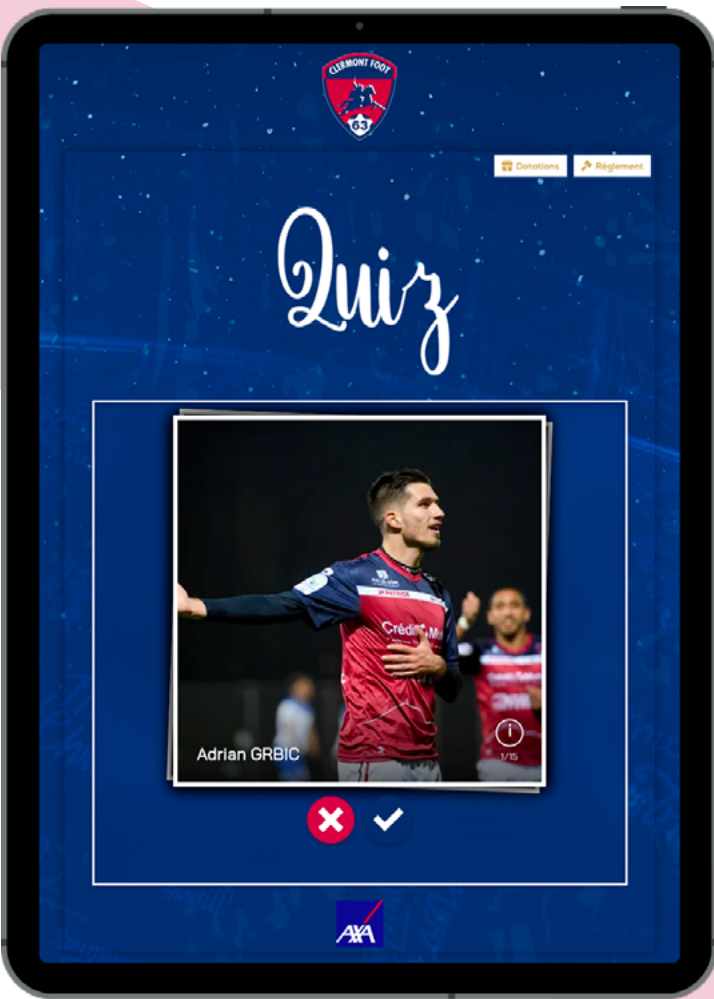
Additionally, the club uses interactive formats to boost the visibility of its partners and foster mutually beneficial opportunities. This is achieved by showcasing their products or services as prizes in various campaigns. For example, Clermont Foot 63 recently introduced its second **Advent calendar**, with **17 out of 24 days dedicated to promoting its sponsors**.



The club has launched a total of 24 campaigns within its Advent calendar, using a variety of formats such as **quizzes**, **smash-it!** or **swap & match** games, and even a **photo contest** focused on cooking.



The Christmas quiz, using the swiper format, was particularly successful, **attracting 4,431 unique participants, including 2,992 new users, with an opt-in rate of 44%.**



4,431

unique participants

2,992

new users

44%

opt-in rate

Through these engaging initiatives with Qualifio, the club effectively boosts both the engagement of current and potential supporters. Additionally, their second goal is to ensure sustained loyalty, maintaining consistent engagement despite the challenges faced by football clubs.

Fostering fan loyalty through an app and a reward program

With their stadium undergoing extensive renovations, Clermont Foot 63 face a major challenge: **maintaining fan engagement during this transitional period.** With limited seating capacity until the end of the next season, the club must find innovative ways to keep its supporters interested until the new stadium opens.

"To prevent disappointment among our supporters due to the limited seating, we sought an alternative to on-site engagement. Our goal is to build loyalty and attract fans to fill our stadium in two years, which will have nearly double the capacity. That's where Qualifio comes into play."

In response to this challenge, Clermont Foot 63 launched a new app. However, a major question remained: how to attract their supporters to this new platform on a daily basis? To address this goal, the club ingeniously decided to develop an interactive reward program **accessible through the app.**

Not only does the program encourage app usage, but it also helps the club retain and engage its supporters by rewarding them with exclusive offers and unique experiences for their interactions. This approach aims to forge a strong emotional connection between the club and its audience, promoting ongoing engagement while encouraging members to stay updated with the latest club news.





"Our reward program keeps our supporters engaged by offering them chances to win exclusive experiences such as an exclusive tour of the locker room or a pre-match warm-up on the sidelines. These special moments are key to deepening our bond with them and boosting their loyalty."



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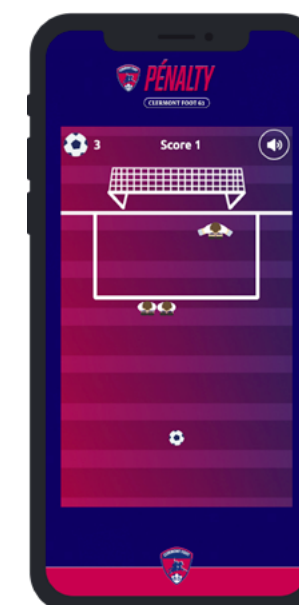
The **program has attracted over 2,740 members in just 9 months** and offers multiple ways to earn points, known as "golden torix":



Creating a profile	+50	
Logging into the program.....	+5	
Participating in the three weekly games	+15	
Taking part in a quiz.....	+5	
Subscribing to the newsletter.....	+50	
On their birthday.....	+100	



The program features a diverse selection of interactive formats, all centralised in a single interface. This includes classic games such as **predictions**, as well as **quizzes** for home match days, **memory** games, **polls** to choose the **man of the match**, **puzzles**, and even advanced formats like **penalty** games. The program's campaigns are also highly successful, with **participation accounting for half of the total engagement in the club's campaigns**.





Additionally, the club boosts participation in some of its campaigns by promoting its program and app in the stadium on match days.

Clermont Foot 63 also places significant importance on their partners, with two out of six campaigns in the program being sponsored, thus providing them with increased visibility.

For example, the “**man of the match**” poll, where participants vote for the best player in the upcoming match, consistently achieves remarkable success. The latest edition attracted a total of **1,273 unique participants within a few days and had a newsletter opt-in rate of over 50%.**



1,273

unique participants

newsletter opt-in rate
of over

50%

“

“With attendances nearing 9,000 people at the stadium, this means that nearly a quarter of our supporters actively participate in the program. We are therefore very pleased with its success, and it also reinforces our belief that we are on the right track to build fans loyalty while enhancing their experience with our club.”



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CRM & digital project Manager
@ Clermont Foot 63



Delivering an optimal user experience: Clermont Foot 63's path to success

In an era of rapid digital evolution, ensuring an **optimal user experience** requires dedicated effort. And several key steps are essential to achieving this goal.

Firstly, it's crucial to eliminate any barriers users might face when interacting with the club. To this end, Clermont Foot 63 prioritised finalising their app before launching their reward program, thereby simplifying user engagement through a familiar tool.

Additionally, the club implemented Single Sign-On (SSO) technology, allowing users to log in just once to access the app, ticketing system, and reward program seamlessly.

The second step involves personalising interactions and offers for the audience. To this end, the club runs campaigns to enrich its existing database by collecting information such as **gender, age, and supporters' birthdays**.

Furthermore, the club also tailors its offers based on various criteria. For instance, they target supporters who have previously engaged during key moments, such as ticket sales for upcoming matches.

Looking ahead, Clermont Foot 63 plan to implement advanced segmentation strategies for their database. This will enhance personalised communications and further strengthen supporter engagement.

"Thanks to Qualifio, we simplify our users' experience while interacting with them in a more personalised way. This ultimately helps us retain our supporters and keep them closely connected to the club."

We've reached the end of this success story. We hope you enjoyed learning about Clermont Foot 63's digital strategy!

Today, data collection, personalisation, and user experience optimisation are essential for any football club's success. Gamification and reward programs prove particularly effective in achieving these goals, as they entertain supporters while fostering ongoing engagement. Additionally, this system of engagement and rewards strengthens the bond between clubs and their supporters, enhancing loyalty.

If you'd like to explore other similar case studies, we invite you to **check out all the available case studies on our website**.

VOS COORDONNÉES

Veuillez remplir le formulaire ci-dessous

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Oui, je souhaite recevoir les offres promotionnelles et les communications du Clermont Foot 63 *

☒ Oui ☐ Non

ENVOI



About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences through interactive and gamified experiences, offering compelling reasons for ongoing engagement with their brand.



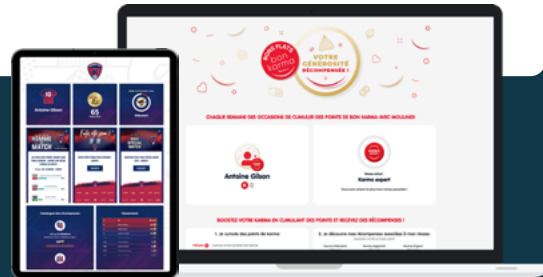
COLLECT

Capture data and generate engagement via quizzes, games, polls, contests, and over 50 other interactive formats.



ENRICH

Enrich your database and foster recurring interactions with your customers via engaging reward programs.



L'ORÉAL

MediaMarkt

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