



¡Goal! COPA América Centenario 2016 Gets the Gold in Mobile Engagement

COPA América's Objectives

- Connect soccer fans with the latest news and results from the tournament
- Provide customized information for app users (by favorite team or other customized feed)
- Give fans instant coverage on their favorite team via push notifications

COPA América is the world's oldest international continental football competition. Typically held in South America for South American teams, the milestone hundredth tournament was instead held in 10 cities across the U.S. throughout June 2016 – the first time it was held outside its home continent.

To keep fans connected and up-to-date on the latest matches and scores, the federation created the COPA América Centenario 2016 app. They partnered with Urban Airship to give users instant updates and coverage of the tournament via push notifications and Punchkick Interactive, mobile app and web development agency, to design the app. Users could pick their favorite team, read team overviews, select matches and updates, watch video and get news about the 16 teams competing from the app itself.

The app also allowed users to signify their allegiances and request updates for those teams. For example, if a user selected Argentina as their favorite team, COPA América would segment these users and send specific



COPA América uses Urban Airship Engage to send push notifications about score updates and match news to keep fans up-to-date on the tournament standings.

RESULTS

650k+

unique device installs globally (iOS and Android).

↑ 86%

opt-in rate to receive push notifications.

“With Urban Airship Engage, we were able to give soccer fans an opportunity to stay in the know via push notifications and cheer on their favorite team, no matter where in the world they were located – that makes for a fantastic tournament experience for all fans alike.”

*Christianne Harder,
Digital and Fan Engagement Manager, COPA América, U.S. Soccer Federation*

alerts (times for upcoming matches, kick-off notices, etc.) in their localized language, specifically English, Spanish or Portuguese.

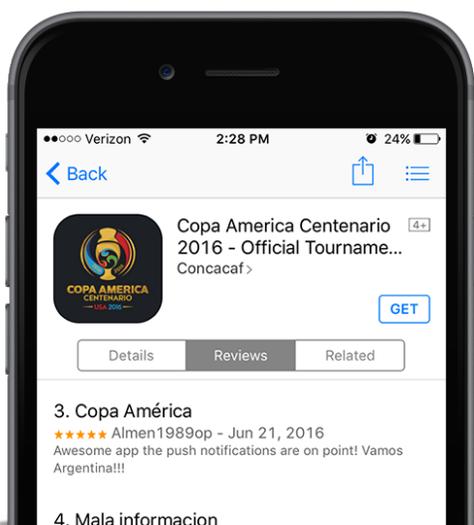
Additionally, COPA América could send partner and sponsor messages, such as a “Vote now to crown the Budweiser Man of the Match for Argentina vs. Chile” push notification. These types of interactive messages garnered strong user engagement. Voting for the finale “Man of the Match” in particular saw a 32.2% influenced open rate, more than double the typical industry average.

The app and push notifications provided immense utility to rabid soccer fans, particularly for those who were unable to watch their favorite team while they played.

One user review said the app made it “so much easier to follow games while at work with constant updates,” while another said “awesome app, the push notifications are on point!” At the peak of the tournament, more than 86% of the app’s 650k+ user base (Android and iOS combined) were opted in to receive push notifications.

COPA América Centenario’s Digital and Fan Engagement Manager, said Christianne Harder, Digital and Fan Engagement Manager, Copa América, U.S. Soccer Federation: “The opt in rate speaks volumes as to how avid fans are,” noting that users were spending nearly a minute in the app throughout the tournament. And with features like “face paint” for social sharing and the ability to watch videos, the app was a “great way to for people to check-in and cheer on their favorite team.” Users were fairly evenly split between iOS (58.4%) and Android (41.6%) devices – but Android users were most engaged in terms of unique app opens.

For next year’s tournament, COPA América is exploring integrating additional features into the app, such as rich landing pages that include photos, to further fuel fans’ excitement. “Fans seemed to enjoy this year’s app experience, even if their team did not come out on top,” Harder said. “With Urban Airship Engage, we were able to give soccer fans an opportunity to stay in the know via push notifications and cheer on their favorite team, no matter where in the world they were located – that makes for a fantastic tournament experience for all fans alike.”



Users enjoyed having push notifications as part of the app to keep them updated on the latest.