



SvenskaFans Brings Segmented Team Updates to Fans

Svenska Fan's Objectives

- Give on-the-go users access to sports content
- Increase use of SvenskaFans apps
- Grow audience and advertising impressions

SvenskaFans brings the latest in hockey, football and other sports to fans all over the world. Based in Stockholm and founded in 2000, the Swedish sports-oriented media company uses an app to deliver team updates and sports news to its users.

With an app, SvenskaFans makes its website content accessible anytime, anywhere, and can engage users with new content of interest. After downloading the SvenskaFans app, a user can create an account, pick their favorite teams and read the latest articles. It uses push notifications to share updates about a user's favorite sports teams and drive users to engage in the app.

For example, a user can select the English Premier League and view the latest content about that specific division, in addition to receiving push notifications targeted to their selections. With more than 20,000 unique visitors a week, the app has "a lot of downloads, but sometimes our visitors forget to open the app – push notifications are key to bringing people back into the app," said Christian Arvidson, Site Administrator at SvenskaFans. "After sending a push notification, we see a spike in time spent in app."

SvenskaFans' content team has found adding more



SvenskaFans' apps bring the latest sports content to its users.

RESULTS

↑ 20k

SvenskaFans' main app has more than 20,000 unique visitors every week.

↑ 100k

App installs across iOS and Android devices.

“Using highly segmented push notifications based on user preferences ensures relevancy. When we send the right content, we’re more successful and stay on our fans’ devices.”

*Christian Arvidson,
Site Administrator, SvenskaFans*

segmentation has generated success for its apps, as users are more engaged by personalized content. “A lot of apps send five push notifications every day,” Arvidson said, noting that a high volume of notifications can turn users off.

Instead, the SvenskaFans app sends around three push notifications per week: one or two are likely team updates, while one is typically breaking news in the world of that sport. “We find that by focusing on specifics, such as a soccer league rather than the sport of football, elicits

higher response among our fans,” he said.

In the future, SvenskaFans is investigating integrating rich media into its apps. Right now, the content provider has a dedicated app for video content. The company also hopes to use push notifications as a way to prompt discussion between fans.