



SUCCESS STORY

Fan Data Intelligence omnichannel Communication System & Segmentation Datagraph With Access Control



Mango Soft





SPORT INDUSTRY

ABOUT THE PARTNER



THE TEAM WITH THE MOST CHAMPIONSHIPS IN A DECADE



Based in Monterrey, Nuevo León, Mexico



Founded in **1960**

16

World Wide Rank

9

National Championships

5

Titles in the Mexican Professional Soccer League

3

MX Cup

1

Champion of Champions

2015

The best year



UNIVERSITY STADIUM KNOWN AS "EL VOLCÁN"

Inaugurated on May 30, 1967, with a seating capacity of over 60,000 spectators, the University Stadium has become one of the most important sports venues in the country, capable of accommodating massive crowds. Due to its size and facilities, it was chosen to host the FIFA World Cup Mexico 86 and the FIFA U-17 World Cup Mexico 2011, among other major sporting and cultural events.



ENTHUSIASTIC
SUPPORTIVE
SENSE OF
COMMUNITY
LOYAL

LOUDER
CREATE ELECTRIC
ATMOSPHERE
ENERGETIC
PRIDE

TIGRES FANS

The Tigres FC fan base continues to grow yearly, and they play a vital role in the team's success. Whether they're in the stands cheering on their team or representing the club in their local communities, the fans of Tigres FC are a vital part of what makes the club so special.



A Fully Integrated 360 Approach



SPORT

Wins tournaments and promotes sports competitions



STRATEGY

Maximizes properties impact and growth



TECHNOLOGY

Creates, designs and implements architecturally complex technology solutions



CONTENT

Designs user experiences and journeys



Mango, Zerofractal, and Pulse comprises a team of professionals with specialized expertise and complementary skills that work collaboratively and effectively towards achieving our customers goals through constant innovation, understanding business scenarios, meeting project deadlines, for exceeding and outperforming customer expectations.

For more than 20 years we've developed a clear understanding of the changing business and technology scenario, that lead

us to a strong commitment to continuous learning and improvement, regularly seeking feedback and implementing best practices.

This MULTI-DISCIPLINARY APPROACH has been crucial to the success of our projects, enabling our organizations to respond to changing market conditions and creating the perfect environment for our members to unleash their potential.

Fierce Engagement: Tigres FC Wanted to Overcome Fan Disconnect to Score Big



Tigres FC recognized the vital role of fan engagement in retaining and attracting supporters, increasing brand loyalty, and achieving a higher ROI, prompting them to adopt a sophisticated data-driven strategy. They needed to achieve 4 main goals



Strengthening the Connection

Bring the club closer to its fans, enhancing two-way conversation capabilities to boost engagement.



Connect multiple data sources

Connect multiple data sources that operated in silos into a centralized, comprehensive, and segmented intelligent database.



Provide a Real-time Platform

Provide a real – time Platform to collect, analyze fan data and effectively connect with its fans, understanding their needs and preferences.



Increase brand loyalty

Engage fans and brands in strategic campaigns to generate ROI via unique offers such as new commercial franchises.

Tigres FC faced a common challenge in the world of soccer. Despite its success on the pitch and passionate and dedicated fanbase, the club struggled to effectively connect with its fans and understand their needs and preferences. With a growing number of fans and a rapidly evolving digital landscape, Tigres FC realized it needed a more sophisticated and data-driven approach to fan engagement.

Tigres FC understood the importance of building a strong and meaningful connection with its fans. They recognized that this was crucial to retain and attract new fans, increase brand loyalty, and deliver a higher ROI.



"As an organization our commitment remains to serve our fans. We learned we needed to communicate with them on their platform of choice with their preferred communication platform and not forcing them into our safe zone. We remain 100% vested in learning from our fans and serving them with the content, experiences and unique opportunities being at the core of the club can provide"

JORGE SCHURMANN
Tigres Digital Marketing Lead

A Powerful Fan CRM, Pairing Two of Our Core Products: Eagle and Titan



Eagle (CDP - Customer Data Platform)

One of the features of the solution is demographic, behavioral, and geographic segmentation. Messaging to specific segments of the fan base results in more efficient use of resources and higher engagement.

The development of a bot and Alexa skills also provides convenient and accessible sources of information for fans, improving the overall accessibility of information.



Titan PNM (Patient Notification Manager)

Titan orchestrates communication through email, text, and social media, thereby enhancing customer engagement and accessibility. Tigres was able to connect with customers through their preferred channels.

In this case, Mango Soft offered additional design support during development to ensure the assembly of mailing campaigns with adaptable design. Mailings reached over 1 million subscribers and kept fans informed and engaged with the team.

The following infographic provides a visual and comprehensive guide on how our solution works. Through clear graphics, it details the key components and the step-by-step process, facilitating quick and effective understanding.



Solution based on the highly
CUSTOMIZED INTEGRAL MANGO-OS PLATFORM
was implemented



TECHNOLOGY



STRATEGY



DATA SCIENCE

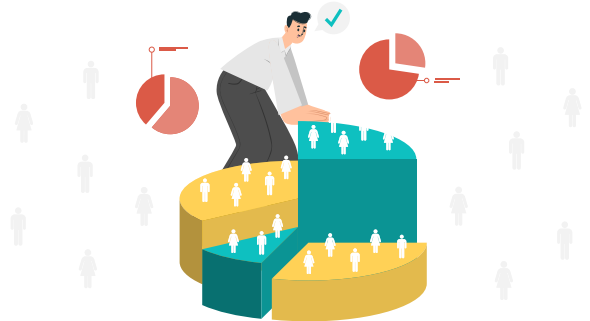


CONTENT
DEVELOPMENT



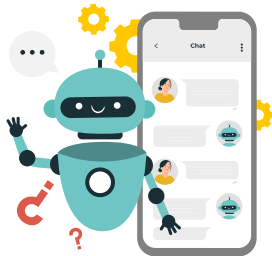
VIP OPERATIONS
SUPPORT SERVICES

Tigres FC used a content + technology,
centralized **STRATEGY TO TAP INTO ITS
FANBASE**



One of the key features is
**SEGMENTING THE FAN BASE INTO
DEMOGRAPHIC, BEHAVIORAL, AND
GEOGRAPHIC SEGMENTS.**

The platform also includes
**THE DEVELOPMENT OF A
WHATSAPP BOT**

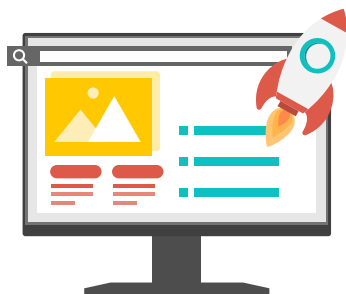


Another feature is the
**DEVELOPMENT OF AN
ALEXA SKILL**

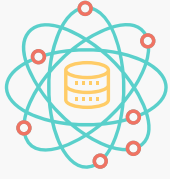
In association with Pulse
Sports & Entertainment, a
**STRATEGY AGENCY OFFERING
100% PERSONALIZED
CAMPAIGNS.**



EMAILS DELIVERED,
UNIQUE OPENS, UNIQUE CLICKS,
SPAM REPORTS, BOUNCES,
UNSUBSCRIBES



We offered design support during
development, in association with
Zerofractal, to ensure the assembly of
**MAILING CAMPAIGNS WITH
ADAPTIVE DESIGN.**



Innovative collaboration for fan engagement

Mango Soft engineers and Tigres FC collaborated to implement a solution based on the Mango-OS platform. This solution incorporates strategies, data science, ultra-personalized content development, and VIP customer operations services to achieve success. With Pulse Sports & Entertainment and Zerofractal to better understand and communicate with their fan base.



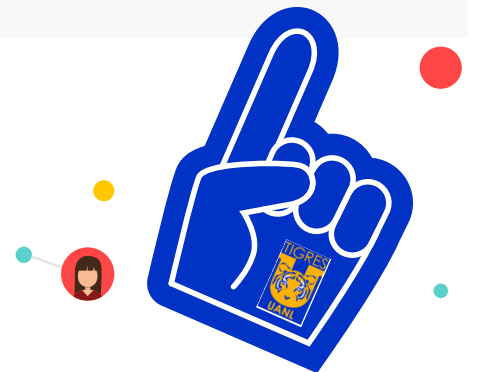
Targeted segmentation and fan interaction

One of the features of the solution is the demographic, behavioral, and geographic segments. Messaging to specific segments of the fan base, resulting in a more efficient use of resources and higher engagement. The development of a bot and an Alexa skill also provides convenient and accessible sources of information for fans, improving the overall accessibility of information.



Effective personalized mailing campaigns

Design support was offered during development to ensure the assembly of mailing campaigns with adaptive design. Mailing reach over 1 million subscribers and keep fans informed and engaged with the team. The performance of 100% personalized campaigns offered by Pulse Sports & Entertainment is tracked through various metrics, providing insights into the success of the campaigns and enabling continuous improvement.



Achieving Success Through Multi-Disciplinary Collaboration, Accountable Support & Technology

The success of the story lies in a multi-disciplinary approach, combining cutting-edge technology, innovation, and collaboration to achieve remarkable results in fan engagement.



Data Science

Data engineering operations service encompasses migrations, data cleaning, purges, dashboard creation, etc...



Content Development

Content creation, graphic design, newsletters, news, blogs articles, user guide, common questions, etc...



Operations support services

Usability support service includes comprehensive assistance and guidance in platform operation and technical support.



Technology

The combination of software cloud services and dynamic infrastructure provides a reliable platform foundation.



Strategy

Communication strategy-vision, what, how, when should it be communicated in which channels should it be shared.



How Does Our Formula Work?

Our products Eagle, Titan, and Access Control work together to provide the “Lego's Death Star” you need to engage your fans/customers at every stage of their journey, bringing the Fan Engagement solution to life.

01.

Capturing data



Tigre Tienda



Tickets Sale



Fan Database

02.

Through our platform the data is segmented



04.

Design of campaigns tailored to the strategy and fans

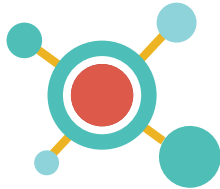


03.

An ultra personalized strategy is created

05.

The message is sent



06.

Reaches all communication channels



Email



Mobile



Social Network



Chatbot

100% Customized Campaigns And Messages

We can tailor our messages to each individual, providing content that corresponds to their specific tastes, channel preferences, time zone preferences, and spending habits.



TIGRES FAN

E-mail: jean-done@gmail.com

Gender: Female

Age: 35 years old

Profession: Sports teacher

Number of purchases at

Tigre Tienda: 5 times

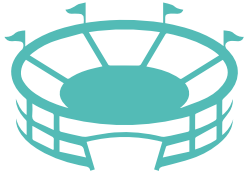
Purchases made: Merchandising

Last purchase: 5 days ago (new jersey)

Bday: Today



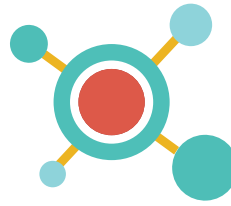
FOR EXAMPLE:



Jean arrives at the stadium 'El Volcán' to watch the game of her favorite team and automatically connects to the Wifi



Thanks to our advanced technology in our segmentation module we know that: Jean has arrived through gate 3, today is her birthday and she already bought the new jersey of the season 5 days ago"



Our omnichannel communication platform will send automated a birthday message



Jean received an SMS for her birthday

Hi Jean, welcome to El Volcan. We want to wish you a happy birthday today, and as a loyal fan, come to Los Tigres Checkpoint and bring your new jersey with you!

SUCCESS BY THE NUMBERS

250% (aprox)

INCREMENT OF DIGITAL USER INTERACTIONS DURING 2022 COMPARED WITH 2021



VIA OMNICHANNEL COMMUNICATION:

- Email
- WhatsApp - ChatBot
- Official WebSites
- Ecommerce Sites
- Mobile App
- Seasonal Landing Pages (1-1 ratio per campaign)

EXPECTED INCREMENT RATIO OF DIGITAL INTERACTIONS PER YEAR

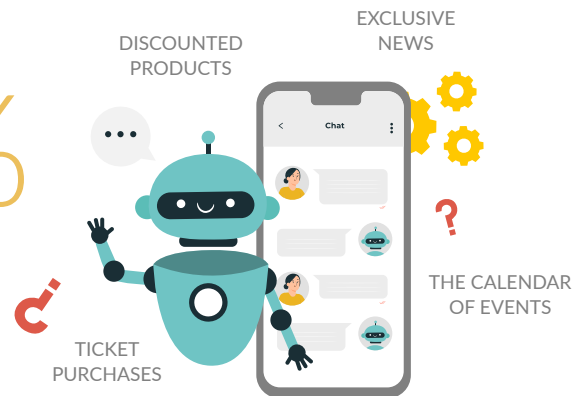
20% - 30%



+1.3 TIMES DELIVERY EFFICIENCY
COMPARED TO THE INDUSTRY
AVERAGE.

67%
OF FAN BASE ENGAGED
VIA WHATSAPP

1200%
SPEED INCREMENT RELATED TO
INBOUND MESSAGES



THIS BACKGROUND HAS BEEN THE FOUNDATION OF 4
NEW MONTHLY INITIATIVES AND CAMPAIGNS:



- Digital and Onsite Fan Birthday Celebration
- Daily automated campaigns
- BTL Activations - Sponsors Campaigns
- Monthly Reactivation of Abandoned Carts (ecommerce)
- Segmented and focused campaigns (Men, Women, Ages groups, personal preferences)
- Among others

THE FAN IS THE CENTER OF OUR INTELLIGENT
DATA ARCHITECTURE:

Effective data management is a crucial piece of deploying the IT systems that run business applications and provide analytical information to help drive operational decision-making and strategic planning by corporate executives, business managers and other end users.



WE HAVE A POWERFUL SEGMENTATION CAPABILITY FOR OUR DATABASE BY DEMOGRAPHICS, DIGITAL PREFERENCES, PURCHASES AND ACQUISITIONS, AMONG OTHERS.

DATABASE OF
+300K
REGISTERED CONTACTS

PROFILE OF THE RECORDS IS OVER
45%
(DEMOGRAPHICS, PREFERENCES, AND DIGITAL HABITS)

PERSONALIZED CAMPAIGNS WITH
A RESPONSE RATE OF OVER

15%

EMAIL MARKETING WITH
AN AVERAGE OPEN RATE OF

25%

AND **18%** CLICK RATE

PUSH MARKETING WITH
AN AVERAGE OPEN RATE OF

80%

AND **15%** PARTICIPATION RATE

5% MONTHLY
GROWTH

IN REGISTRATIONS ON OUR
PLATFORMS SUCH AS ECOMMERCE,
TIGREBOT, WIFI, BOLETERA, ETC.

THE DIGITAL TRANSFORMATION OF CLUB TIGRES BEGAN IN
2022 AND HAS PRODUCED TANGIBLE RESULTS FOR THE LAST

3 MONTHS OF OPERATION.

OUR FAN BASE DETECTED
NATIONALLY AND INTERNATIONALLY
IS OVER

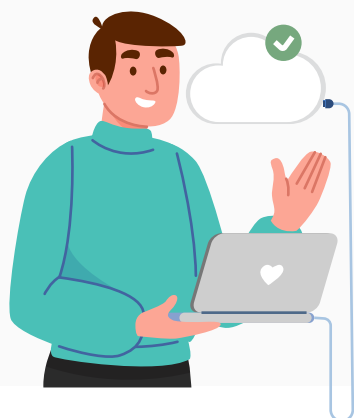
**7.1 MILLION
FOLLOWERS**

THE POWER KNOWLEDGE GRAPH - BIG DATA.



Our platform is grounded in a graph database, a structured representation that streamlines the organization and comprehension of connections across diverse datasets.

This amplifies machines' proficiency in interpreting the intrinsic meaning of information, elevating the overall efficiency and depth of data analysis through:

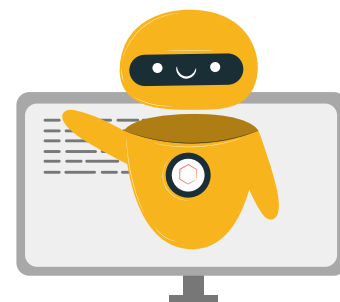


Serverless Service:

We use a cloud computing model where service providers automatically manage the infrastructure needed to scale applications, freeing the user from concerns about physical servers. This approach eliminates the need for manual server management.

Machine Learning:

We create the base for A.I learning to harness advanced algorithms and large-scale data analysis, empowering machines to learn patterns, make autonomous decisions, and enhance their performance over time. Furthermore, it drives informed decision-making by anticipating trends, optimizing processes, and personalizing experiences for customers. The learning process involve the following steps:



Data
Collection



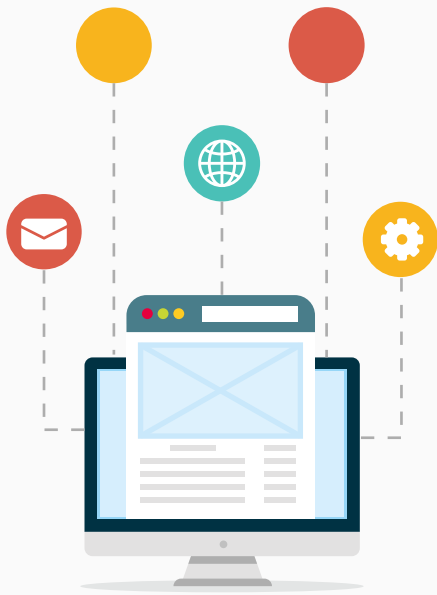
Model
Training



Testing and
Validation



Deployment across
environments



Microservices:

We have a software design architecture that organizes an application as a set of small, independent services. Each service focuses on performing a specific function and communicates with other services through well-defined interfaces.

Key features of microservices include:

- ✓ Independence
- ✓ Scalability
- ✓ Resilience and Fault Tolerance
- ✓ Ease of Maintenance
- ✓ Agile Development
- ✓ Diverse Technologies

Data Science:

The core database employs scientific methods, processes, algorithms, and systems to extract knowledge and understanding from data in various forms. Provides the power to analyze and comprehend data-driven phenomena, utilizing advanced data analysis techniques to gain insights, identify patterns, and uncover trends that can be valuable for decision-making and problem-solving.

These are some fundamental categories within the field of data science, that we can implement:

- 01 Regression
- 02 Classification
- 03 Clustering
- 04 Association
- 05 Dimensionality Reduction
- 06 Unsupervised Learning
- 07 Supervised Learning
- 08 Deep Learning
- 09 Natural Language Processing (NLP)
- 10 Reinforcement Learning

Our Partner Neo4j

Neo4j is a graph database, meaning it is specifically designed to store and process relational data efficiently. It uses a graph data model, where data is represented as nodes and relationships between nodes. Each node and relationship can have associated properties.

01 Scalability and Performance:

Neo4j is optimized for graph queries and can scale horizontally to handle large datasets and complex queries.

Cypher Query Language:

Neo4j uses Cypher, a query language designed to express queries on graphs in an intuitive and readable manner.

ACID Transactions:

Ensures data integrity and consistency through support for ACID transactions (Atomicity, Consistency, Isolation, Durability).

Graph Data Model:

Data is represented as nodes, relationships, and properties, making it easy to model and store complex relationships.

Our Partner Amazon Web Services (Aws)

AWS offers robust technologies and services that enable us to provide our customers with a scalable, reliable, and cost-effective solution. Our use of AWS technologies enables us to provide a high-availability of our solutions. Here are some key features of Amazon Web Services:



Variety of Services:

It provides a wide range of services, from computing and storage to databases, artificial intelligence, and Internet of Things (IoT) services.



Security:

AWS implements advanced security measures, including encryption, access control, and specialized services like AWS Identity and Access Management (IAM).



Big Data Services:

It offers specialized services for handling, processing, and analyzing large volumes of data, such as Amazon S3, Amazon Redshift, and Amazon EMR.



“HUMAN TIME IS OUR PRIORITY”

PARTNERS IN DIGITAL TRANSFORMATION



Mango Soft

mango-soft.com

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