



PT SPORTSUITE MOBILE APPS

Innovative fan and brand engagement platforms
for the mobile-first sports fan






Sports communities crave excitement and innovation. Building a sustainable digital sports community requires a digital space where fans can come together and engage, gain access to unique content, be rewarded and connected to your club, brand and sponsors in new and exciting ways, while being allowed to share their own sporting experiences.

PT SportSuite mobile apps are the future for sports communities who are mobile, on the go, and continuously connected, allowing sports organisations to communicate, engage and promote like never before.



Multi-brand league app



Single-brand team app

| APP COMPONENTS

NEWS AND MEDIA FEED

Keep your fans up to date with breaking news – 24/7

- ✓ Choice of interface themes and user experiences
- ✓ Personalised user-specific feed preferences
- ✓ Integrate with existing website workflow
- ✓ Third-party content feeds integration
- ✓ Push notifications of breaking news
- ✓ Ability to meter premium content



| APP COMPONENTS

SUBSCRIPTIONS AND PREMIUM MEMBERSHIP

Monetise your media rights more effectively

- ✓ Premium paywalled content and membership services
- ✓ Integration with leading 3rd party payment and CRM systems
- ✓ Fan Profile subscription management facility
- ✓ Voucher code capability



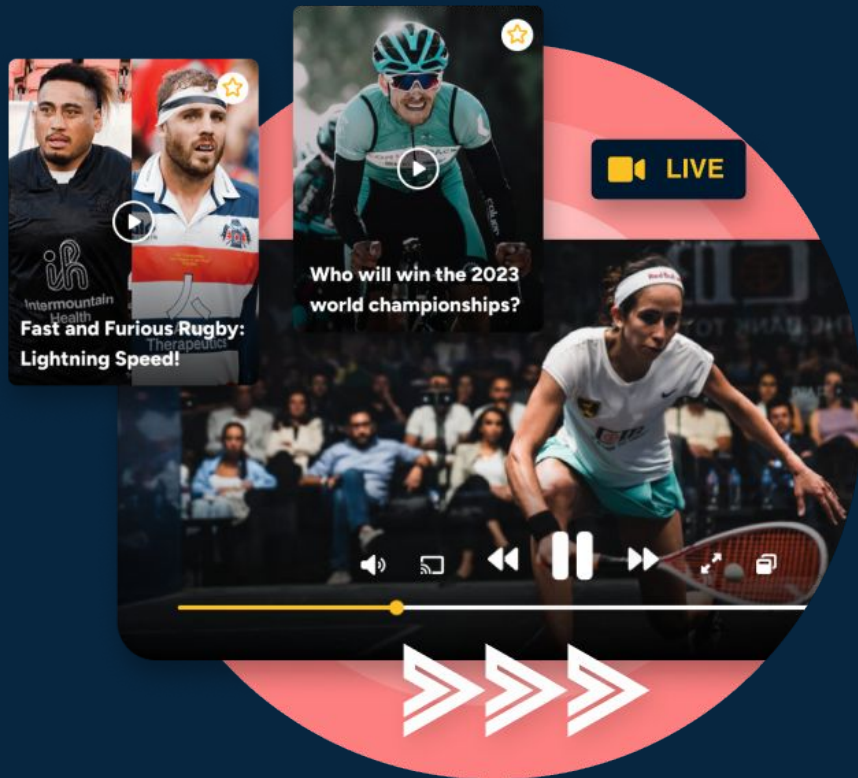
stripe

| APP COMPONENTS

VIDEO OTT

Bring your community closer to the team than ever before by streaming exclusive video content

- ✓ Branded in-app video player
- ✓ Live, scheduled programming capability
- ✓ Payment gateways for subscription services
- ✓ Dynamic video advertising activation
- ✓ Voucher code capability for season-ticket holders
- ✓ Simple playlist management





| APP COMPONENTS

STATISTICS

Tell better sporting stories through the numbers with integrated data services

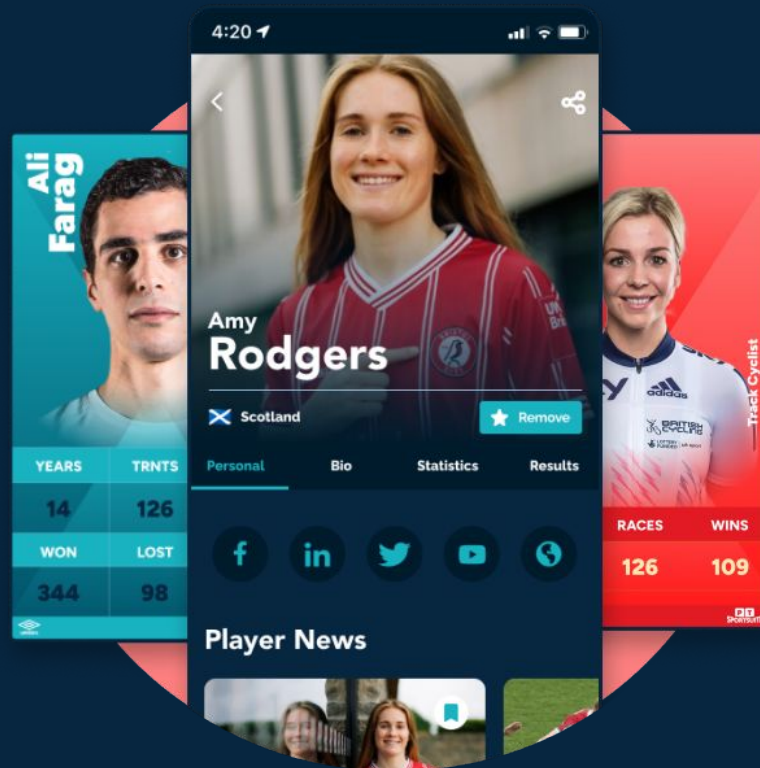
- ✓ PT Stats and analytics engine API
- ✓ Filter by tournament or league
 - Latest fixtures, results, standings
 - Real-time match statistics
 - Player stats
- ✓ PT's app widgets to be tailored to your needs
- ✓ Integrate with push notification subscription on per user basis

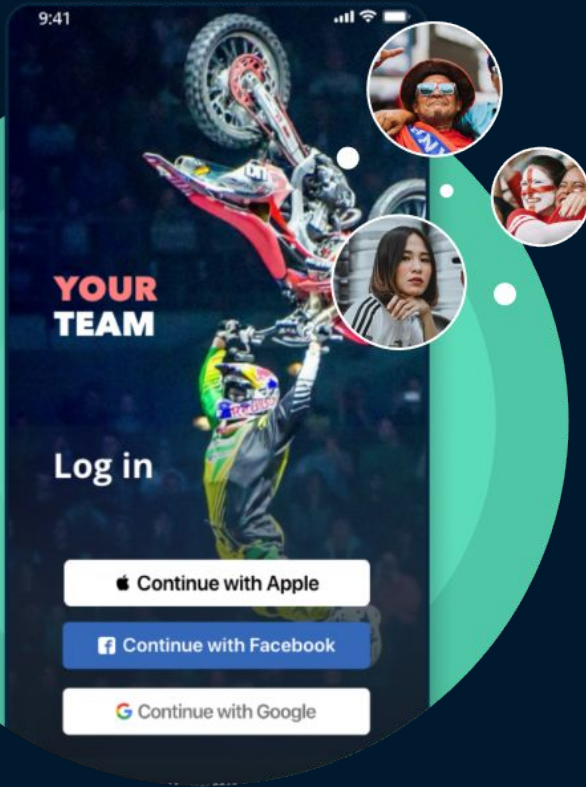
| APP COMPONENTS

PLAYER PROFILES

Provide the comprehensive player statistics and content that your fans crave

- ✓ Player match/career stats API
- ✓ Player bio/personal info
- ✓ Integrated player social feed
- ✓ Dashboard management/configuration capability





| APP COMPONENTS

FAN PROFILES

Build up a profile of your digital audience

- ✓ Simple onboarding of users via Social Auth services
- ✓ User account and profile
- ✓ Onboarding profile configuration
- ✓ Personalisation of content
- ✓ Loyalty scorecard, gamification

| APP COMPONENTS

GAMIFICATION

Bring social followers into your own app environment with gamified engagement tools

- ✓ Match predictors, quizzes, polls
- ✓ Collectable player cards
- ✓ User generated content Fan Challenges
- ✓ Leaderboard to encourage repeat interactions





| APP COMPONENTS

FAN ZONE

Transform your fan community
into content contributors

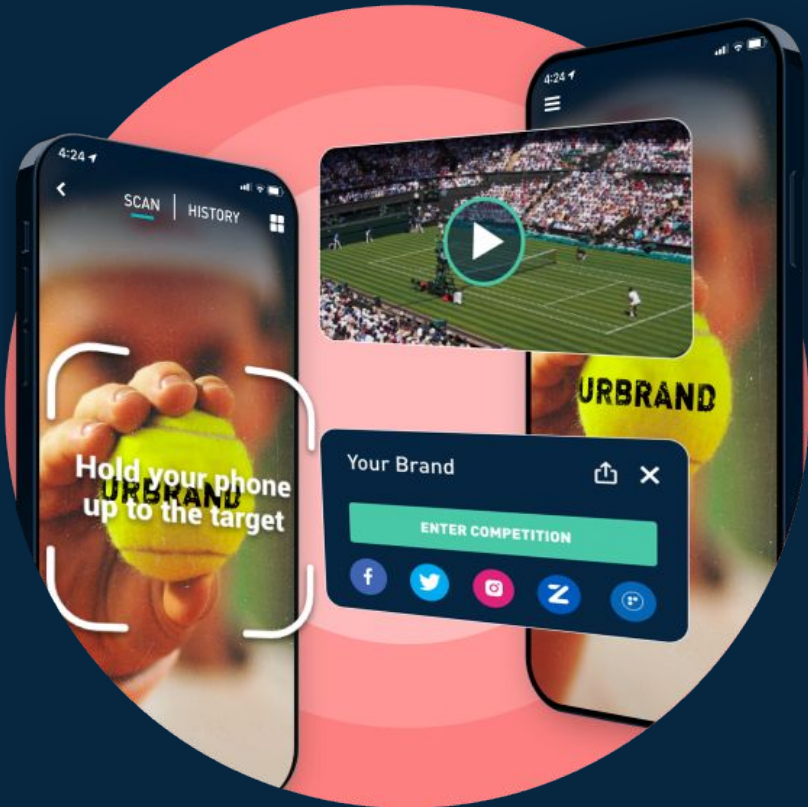
- ✓ Create Fan Media Challenges with instructions, supporting media and incentivisation
- ✓ Branded content competitions to incentivise and reward engagement
- ✓ Create unique marketing/social campaigns with community-generated content
- ✓ Categorise incoming media for easy searchability

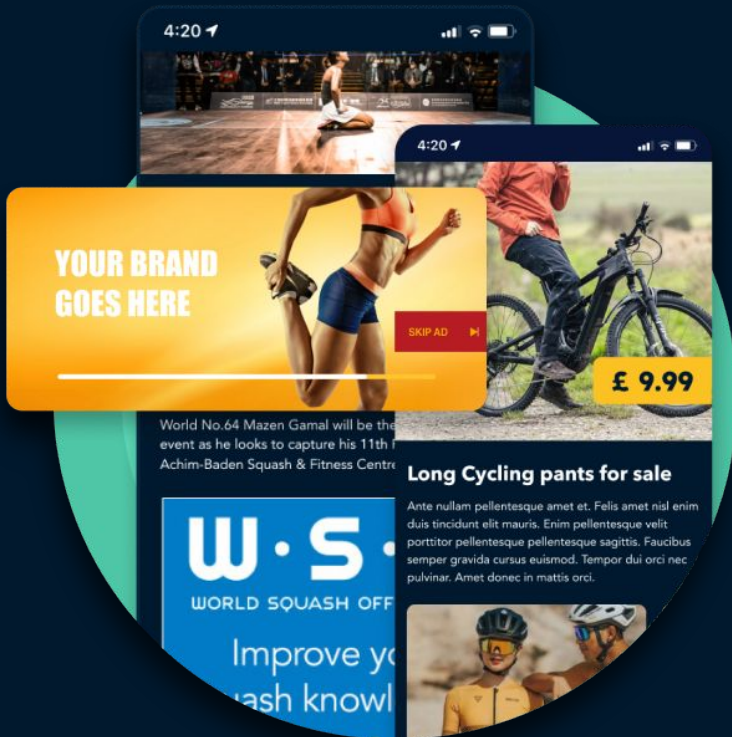
| APP COMPONENTS

AR SCANNING

Create memorable connections between fans, sponsors and your organisation with AR brand scanning

- ✓ Create innovative AR campaigns with a simple-to-use web-based campaign management
- ✓ Bring match programmes, logos, print branding and more to life with exclusive video content
- ✓ Run unique competitions by augmenting logos, print ads and more
- ✓ Monetise by connecting print material to e-commerce channels





| APP COMPONENTS

DYNAMIC ADVERTISING

Drive revenue growth via integrated advertising and branding

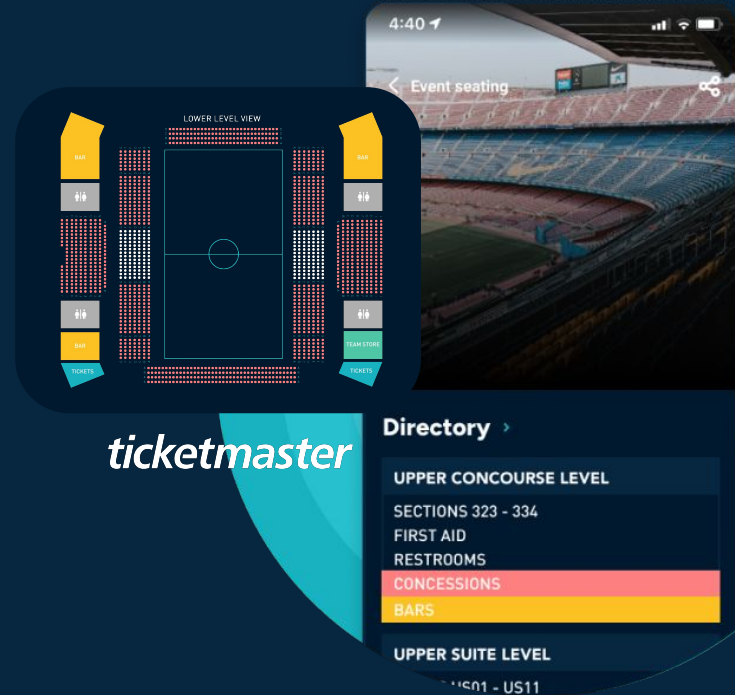
- ✓ Advertising: Display, native/sponsored, video
- ✓ Sponsored Zones in app and Web (eg Fan Zone, Player Zone)
- ✓ Sponsored UGC branded campaigns

| APP COMPONENTS

EVENTS AND TICKETING

Deliver on business objectives with integrated purchasing journey

- ✓ Fully integrated with industry leading ticketing payment services and CRM platforms
- ✓ Customisable user purchasing journey





| APP COMPONENTS

RETAIL ENABLEMENT

Feature and promote selected retail products for your fans

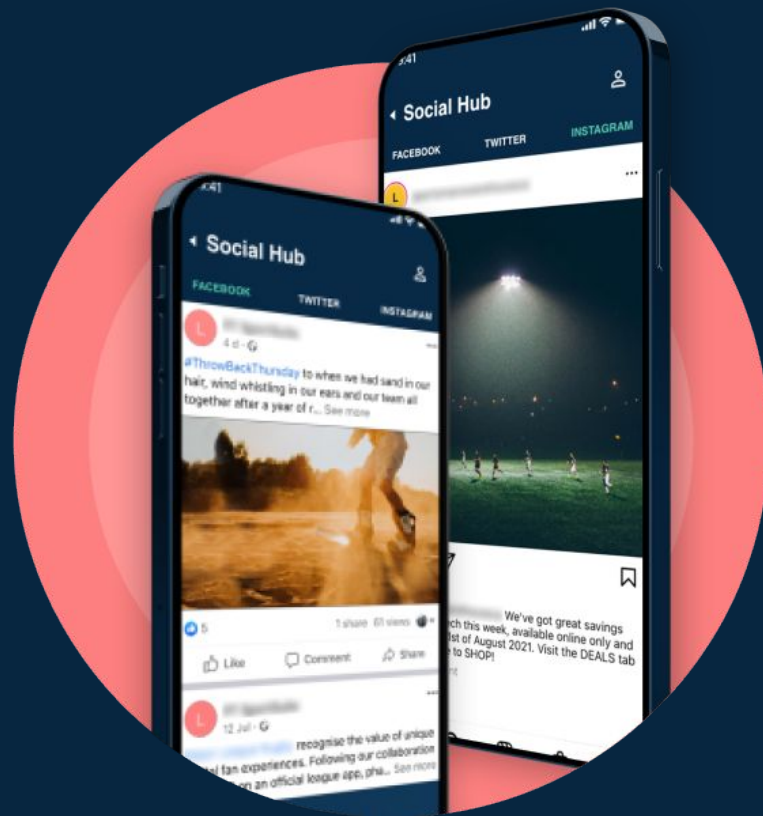
- ✓ Recommend retail products to users based on their interests and behaviour
- ✓ Ensure a seamless customer journey through to online retail channels
- ✓ Position calls-to-action via media and content pieces for simple product placement and transaction capabilities

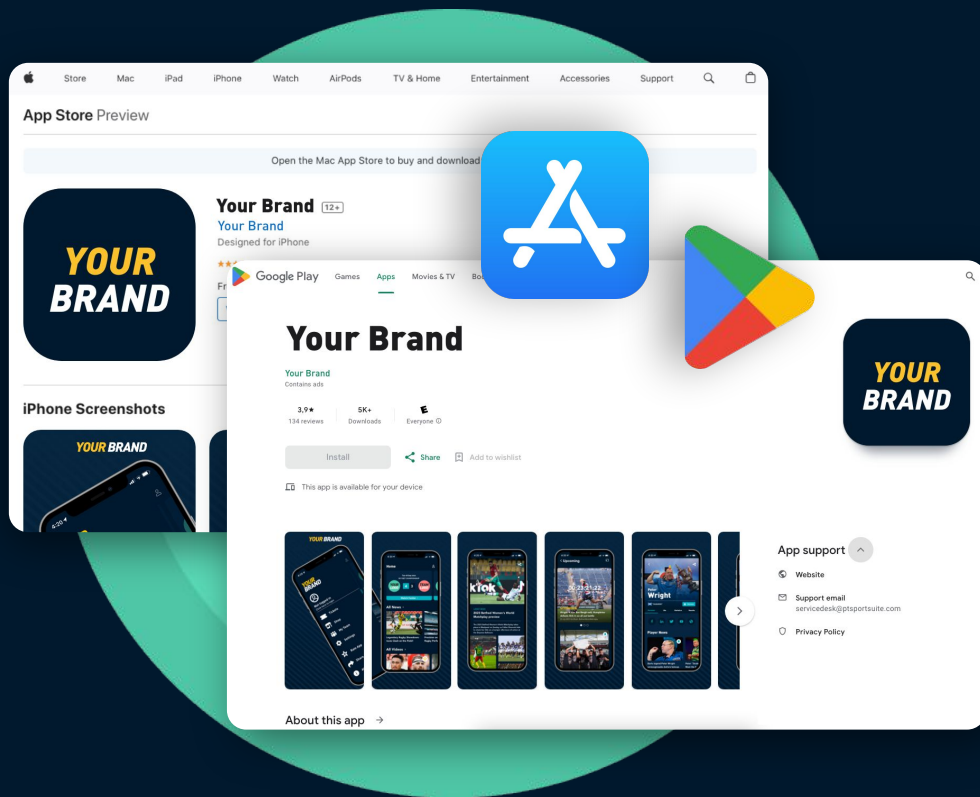
| APP COMPONENTS

SOCIAL HUB

Bring social followers into your own app environment

- ✓ Integrate social media feeds into your branded app
Facebook, Twitter, Instagram, YouTube
- ✓ One-stop shop for social content
- ✓ Convert social followers into your own app environment





| APP COMPONENTS

APP STORE MANAGEMENT

PT provides the following complementary app store services

- ✓ Manage app store submissions and updates
- ✓ Manage any necessary GEO-blocking
- ✓ Create app store descriptions and imagery on clients' behalf
- ✓ Ensure ASO best practice



#TEAMTALK?

*Lets collaborate to
position your brand as a
leader in the digital space*

CONTACT

