



Mobile Fan Experience

Turning Passion into Business Intelligence

Speaker:
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Company:
Blocksport

Event:
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Blocksport

Leader in mobile
fan experience solutions



Vladimir Liulka

CEO, expert in digital
transformation in sports



The Problem Today

Social media & mobile
web dominate but
can't access data

Organizations
lose monetization
opportunities

Fragmented
fan experience

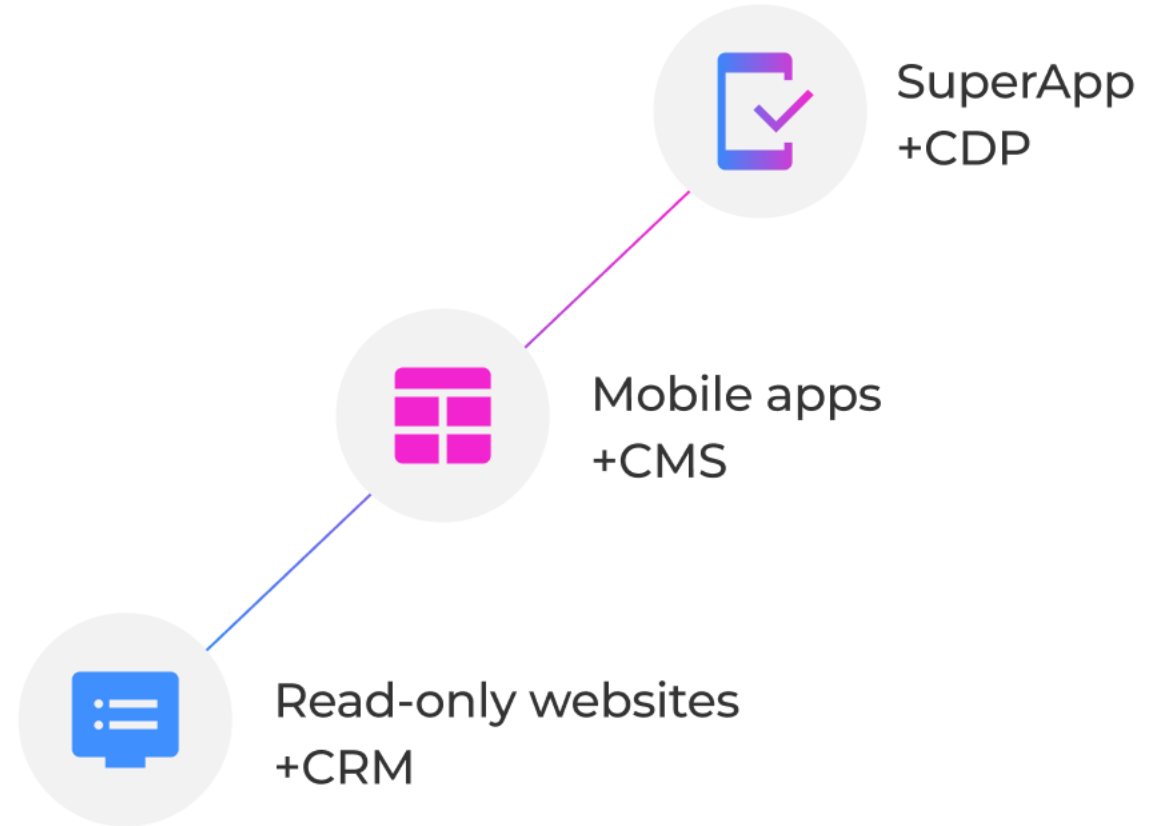


The Evolution of Digital Fan Experiences

From social media & websites
to SuperApps

Why first-party
data matters

The transition to owned
digital ecosystems



Why a Mobile-First Approach?

Rise of SuperApps in:



Fintech



Sports



Retail

Benefits:



Data ownership



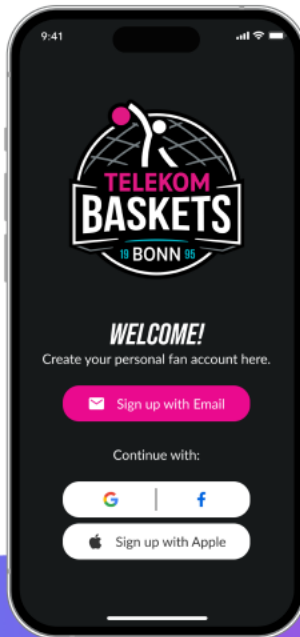
Monetization



Engagement

How a Mobile Fan Platform Replaces Fragmented Solutions

Moves from disconnected experiences to an **all-in-one solution**



Integrated with a **CDP**



Key Stakeholder Value



Fans

Personalized
experiences



Organizations

Data-driven
decision-making



Sponsors

More effective
targeting & ROI

How Many Fans Share Their Data?

 **70%**

opt-in rate
(fans who share personal data)

 **50%**

share home address

 **100%**

have verified email

 **70%**

share phone number

Types of Data Captured & Its Business Impact



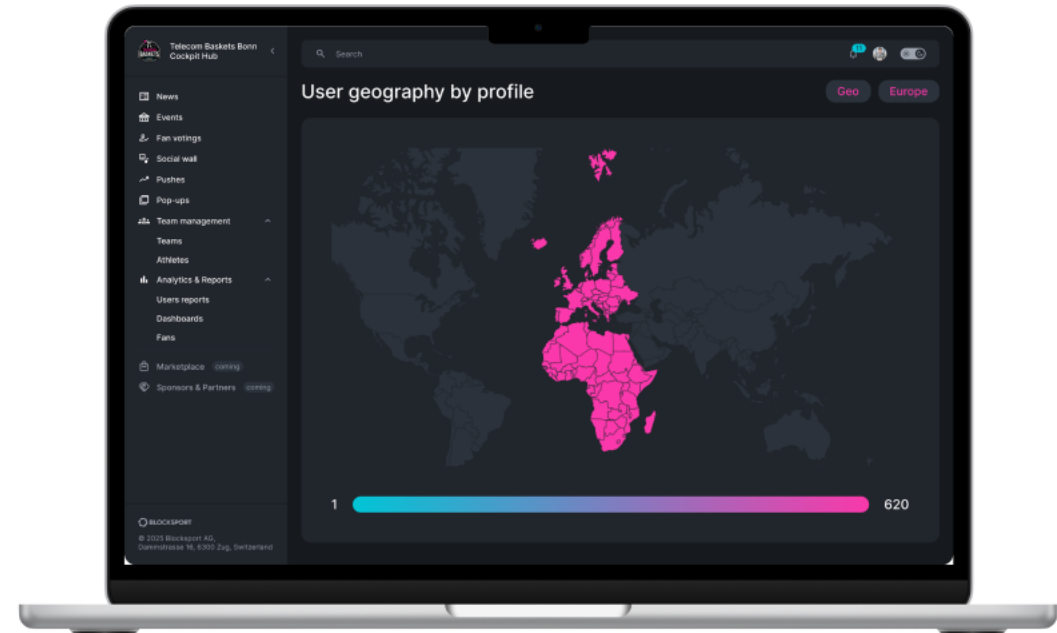
Demographics



Behavior inside the app



Segmentation based on interactions



Turning Data into Business Growth



**Personalization
boosts conversions**



**Monetization via
sponsorship & acquisition
campaigns**

Possibilities for sponsors



**Performance
metrics**



**Location data
tracking**



**Activity
segmentation**



**Sponsor
campaigns**



AI Data analysis



Game day behaviour



Demographics

Telekom Baskets Challenges

Case study



Limited digital infrastructure



Absence of data-driven insights

Problems



No digital hub only separate website, podcasts on Spotify, Social Media



Different audiences on different platforms



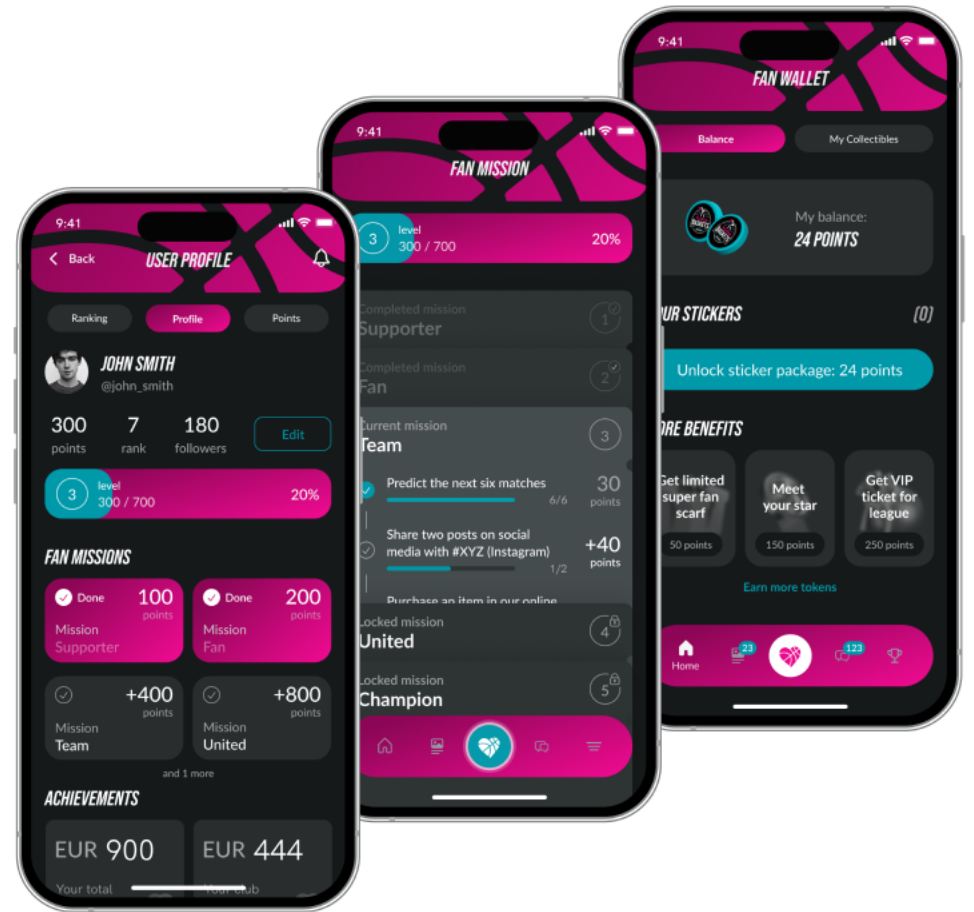
Misalignment in match schedules

Telekom Baskets: The Solution

Case study

Blocksport provided Telekom Baskets Bonn with a comprehensive mobile fan experience platform, **integrating a SuperApp and a CDP.**

This solution replaced fragmented digital touchpoints like social media and mobile websites, enabling the club to **own and analyze fan data, drive direct interactions, and unlock new revenue streams.**



Key Metrics — Fan Data acquisition

Case study

Since the app went live we achieved significant results in terms of data acquisition, detalisation of this data and verification that club was able to use for commercial purposes.



50%
Earned
fan points

95%
Started fan
missions

25%
Shared full
home address

95%
Shared
emails

Before and after

Case study

Before



Fans could interact with club only through social media and website



No feedback from fans



Need to improve engagement rate



Need to improve fans retention

After



Digital space for sponsors, communities and club



Positive feedback from fans on new ability to engage



Engagement rate **88%**



MAU of users returning to the app **35%**

Key Takeaways

Data-driven strategies



Better business outcomes

Owning the fan relationship



Increased monetization and intelligence

Social & mobile web are outdated for fan-business interactions



SuperApp + CDP approach drives revenue & insights



**Is your organization ready to take
full control of fan data?**