

# FAN ENGAGEMENT

A digital fan engagement ecosystem for pro sports teams



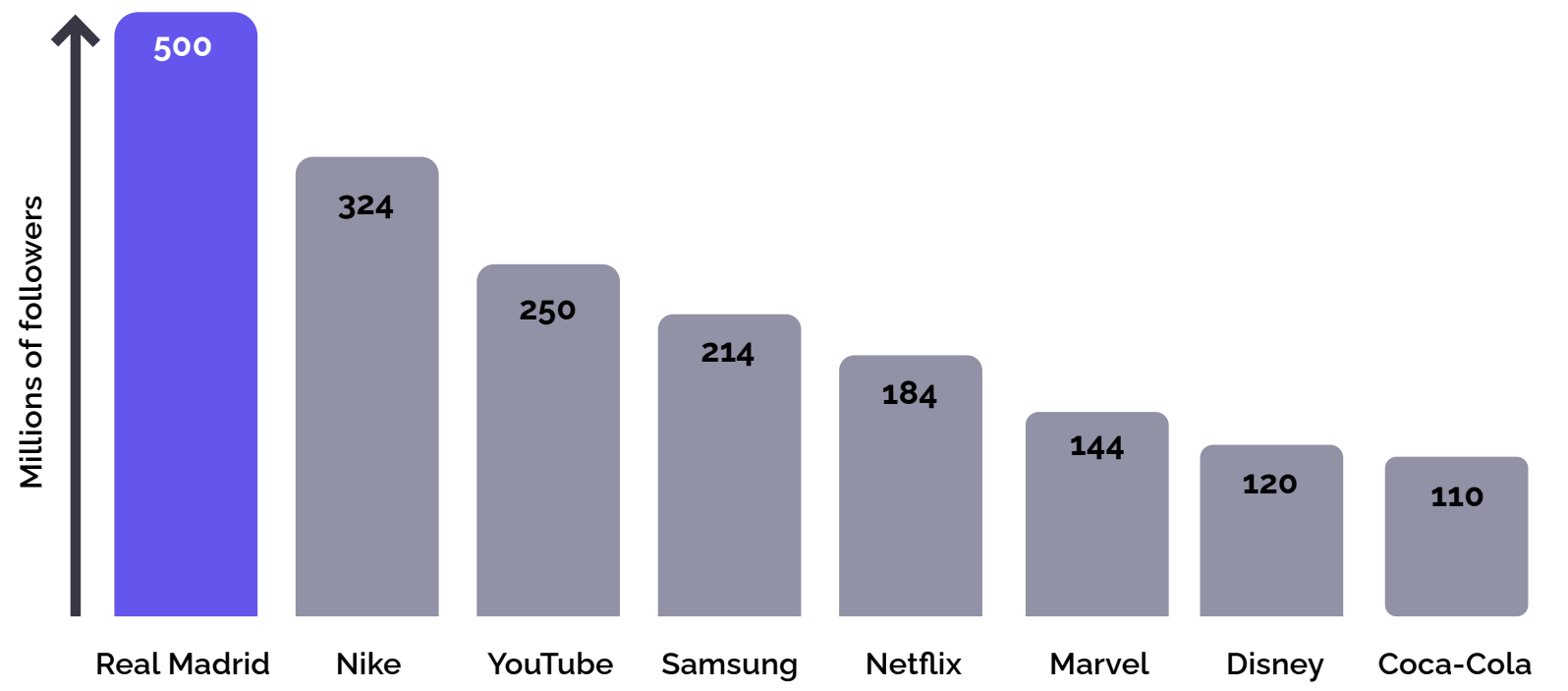
Softtek has provided us with a new perspective on how to transcend and evolve in the world of sports and entertainment, with our fans as the central focus, so that initiatives, organization, product, and technology revolve around our global community"

**Israel García**

Digital Strategy Director, Real Madrid C.F.

## Key Outcomes:

- 5x increase in ecommerce revenue
- 2.5x mobile app revenue growth
- 60% reduction in fan acquisition cost
- 1st sports organization to record 3B+ social media interactions in one season
- 57 million fans in the digital membership program (68% outside Spain)



Real Madrid social followers vs other powerhouse brands

## WE HELP COMPANIES:

Know and delight fans.  
Unlock new revenue streams  
365 days a year.



Softtek, a global leader in next-gen digital solutions, helps sports teams boost fan engagement through a digital ecosystem. Founded in 1982 in Mexico, Softtek supports Global 2000 companies in building digital capabilities. With 16,000+ professionals across 20+ countries, Softtek enhances fan connections year-round, driving engagement and revenue.

Learn more

