

How games can be a powerful tool for recruiting new supporters

LOSC's customer story



qualifio &



Keeping fans engaged beyond matchdays is one of the biggest challenges football clubs face today. Between international breaks, off-seasons, and quieter periods in the competition calendar, maintaining a strong connection with supporters requires constant creativity and adaptability.

For Ligue 1 team LOSC (the northern French football club based in Lille), ensuring that fans remain actively engaged all year isn't just about what happens on the pitch but also delivering engaging experiences. Sponsors also benefit from strong fan engagement, as ongoing visibility helps them get the most out of their partnerships.



"The marketing department has taken on a much bigger role by digitally maintaining our relationship with our fans. We asked them, for example, to film themselves announcing their dream team line-up or to send a video message encouraging the players. With these campaigns, we were getting the supporters involved by showing their support to the team."

Rozenn David

Digital & CRM project leader @ LOSC



To meet these objectives, the LOSC have decided to focus on building their digital marketing strategy using the Qualifio platform, leveraging interactive formats such as quizzes, contests, and targeted email campaigns. The club have been using **Qualifio's interactive formats** since July 2019 to:



Engage with their community of fans



Bring their supporters closer together and to reinforce the feeling of belonging to the club



Recruit new supporters and increase newsletter opt-ins

Find out in this customer story how LOSC have used games and interactive campaigns throughout the year to reach their marketing goals.



"Qualifio has been an additional and important tool in reinforcing and maintaining close relationship with our community"

Rozenn David

Digital & CRM project leader @ LOSC



When reactivity rhymes with interactivity

Instant wins, team selectors, jackpots, polls and votes and **predictions** : these are just a few examples of the games created throughout the year by LOSC to engage with their supporters. The club has a commercial plan in place that determines when their email and interactive campaigns go out, and their campaigns are based around 2 main axes.

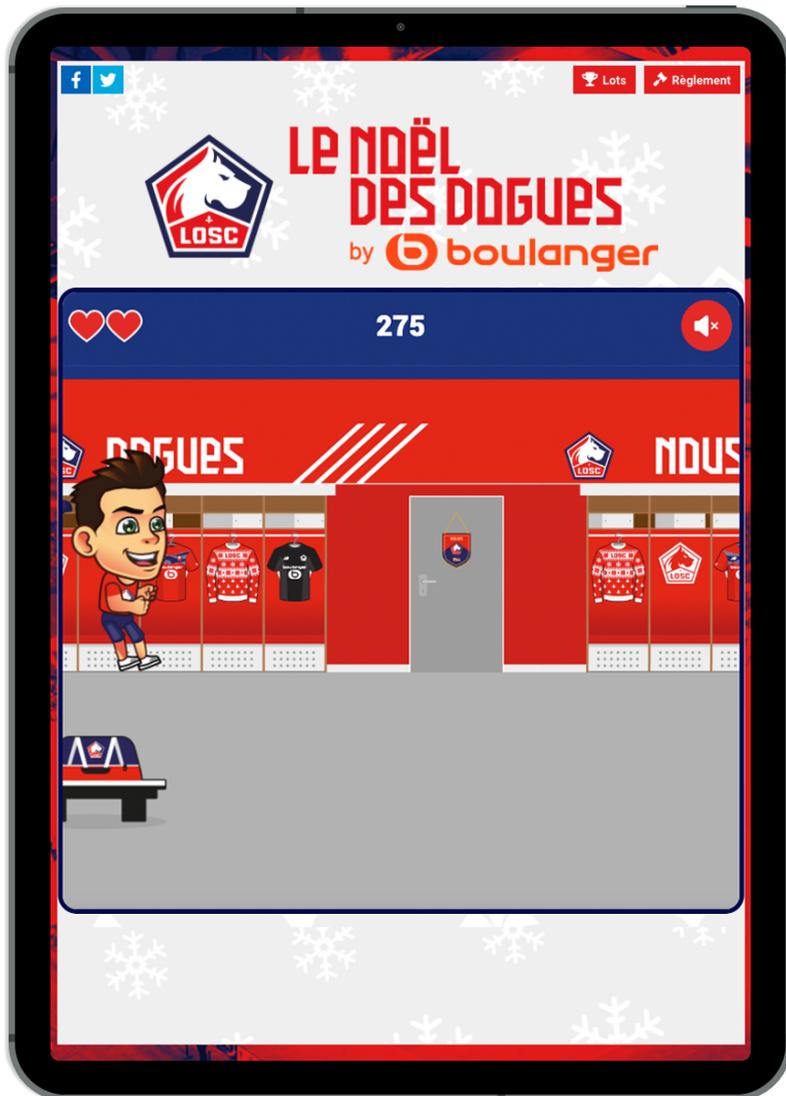


1. Key events throughout the year



The club makes the most of events like Christmas, Valentine's Day and Blue Monday to launch original interactive campaigns. On Friday 13th, for example, LOSC gave their fans the chance for one of them to win a team shirt worth 80€. To take part in the prize draw, their online community had to find behind which cup a football was hidden, and then validate their participation by filling out a form with their details. This game proved to be a great hit with the LOSC supporters and was one of the most successful of the season!





At Christmas, the club launched a sponsored **runner game** and challenged their supporters to rank as high as possible on the leaderboard to be in with a chance of winning a PS5 and a range of prizes from the game's sponsor, Boulanger. Participants had to catch as many balls as possible and avoid all the obstacles. This campaign was one of the most popular campaigns that they launched this year, in terms of the number of participants.



"The wide range of games available in the Qualifio catalogue allows us to vary our campaigns. We're then able to follow the evolution of a campaign in real-time so that we can react and adapt a campaign if necessary, thanks to the statistics provided by the tool."

Rozenn David

Digital & CRM project leader @ LOSC



2. Matches and LOSC news



With over 17 games played at home in a normal season, LOSC's campaigns are usually centred around these games. However, over the years, it has become common for the club to also leverage footballing news as well. For example, to celebrate their 80th anniversary, the club launched a special 16-day quiz campaign where fans could test their knowledge of the club's history. Lucky participants had the chance to win exciting prizes such as match tickets, official jerseys, and team scarves.

Post-victory games have proven highly popular with supporters. The completion rate of these games, so the number of participants who reach the form stage, has exceeded the club's expectations.



"What we appreciate the most about the Qualifio platform is the short time it takes to set up games, as this allows us to be reactive."

Rozenn David

Digital & CRM project leader @ LOSC



Mass recruitment

Rozenn, LOSC's digital & CRM project leader, explained that *"the marketing department and everything that surrounds the CRM have recently taken on a lot more importance."* Especially given the rules imposed by GDPR and **the imminent end of third-party cookies**. For the past 3 years, Rozenn has been organising LOSC's marketing activities, sending emails to their supporters and setting up competitions and games, all with one main goal in mind : to generate leads.

The football club considers a lead to be someone who signs up for their newsletter. With their campaigns, LOSC offer several types of opt-ins :



Commercial and ticketing opt-in



Club merchandising opt-in



Club news opt-in



Partners opt-in



In order to reach supporters outside of their database, LOSC promotes their campaigns exclusively on their social media channels :X, Facebook and Instagram stories. Opt-in rates and the cost of an opt-in are their main performance indicators.



The games that were launched after LOSC's victories with an instant win, or a jackpot, performed extremely well and allowed the club to gain a significant number of opt-ins.



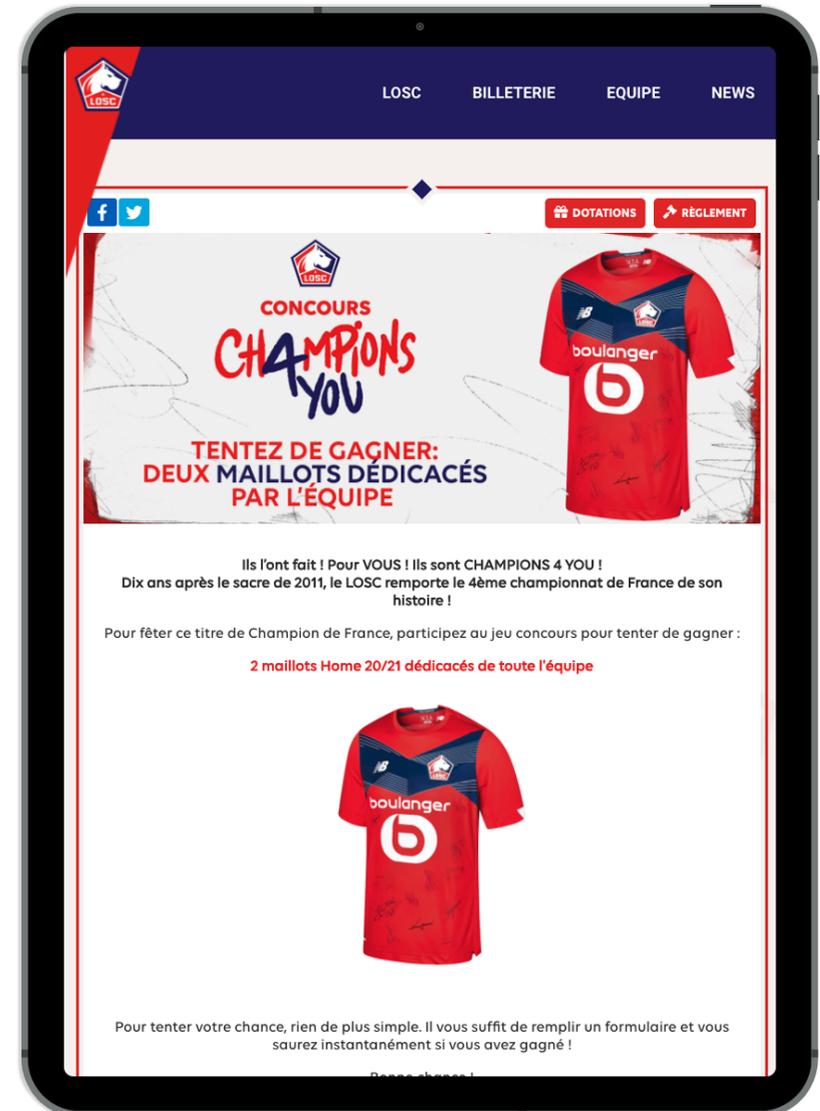
Next step : Loyalty



"Our objective is to continue to recruit new fans, enrich our database, retain this base and increase their loyalty, by launching a wide range of innovative games and digital activations. These initiatives allow us to create meaningful interactions with our community, strengthen their emotional bond with the club, and offer them exclusive experiences that reflect their passion for LOSC. By capitalising on key moments in our sporting journey, we aim to transform enthusiasm into long-term engagement"

Rozenn David

Digital & CRM project leader @ LOSC



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How Paris Saint-Germain relied on digital animation to conquer even more fans

[Read now](#)

Beyond the football club, Paris Saint-Germain has become an international sports brand that has relied on online engagement to conquer even more fans. A real entertainment brand followed by more than 33,9 million Facebook fans PSG animates through apps, videos and interactive and viral content.

Discover how the football club managed to get a 47% opt-in rate to its newsletter thanks to an original and interactive action!

Request a demo and see how to quickly create
and launch your upcoming campaigns

REQUEST A DEMO



What is Qualifo?

Qualifo is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?



CREATE

Choose your interactive campaign and customise it without any extra development



PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite



COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features



GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time



SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.)

