

How Valencia CF use Qualifio to grow, engage, understand, and monetise their supporters



qualifio &



First- and zero-party data collection: core to Valencia CF's digital strategy

Valencia Football Club, also known as Valencia CF, is the leading football club in the city of Valencia, Spain. The club has a rich history, with many titles and trophies, and currently plays in Spanish football's first division: La Liga.

Valencia CF decided to start relying more and more on digital engagement by using the Qualifio platform. As demonstrated by teams like **LOSC Lille** and **Toulouse Football Club**, the digital world is evolving very fast, and football clubs are not immune to these changes. Therefore, many of them are accelerating their digital transformation, developing a data collection strategy and reinforcing their online presence to meet their fandom's expectations.

Managed and used by a small marketing team, the Qualifio platform is today part of Valencia CF's digital marketing strategy, enabling the club to reach four significant goals:



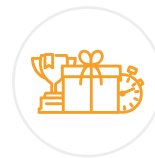
Grow their database by collecting new newsletter subscribers



Understand their supporters by collecting valuable insights and feedback from them



Increase their sponsors' visibility by including interactive advertising formats in their offering



Engage their supporters recurrently through fun and interactive games



“Qualifio has opened so many doors for Valencia CF, enabling us to develop a new way of doing marketing. Thanks to Qualifio, we’re not only doing football. We’re interacting with our fans, giving them opportunities to engage with their team through interactive games. And we directly saw the results. In the first year of using Qualifio, we attracted 8,737 new newsletter subscribers. We are in love with this tool.”

Cristina García

Digital innovation and e-commerce analyst @ Valencia CF



Discover how Valencia CF uses Qualifio's interactive marketing formats to grow, engage, understand, and monetise their supporters; not only on match days, but recurrently.

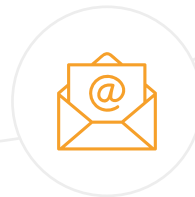
Qualifio's role in Valencia CF's digital strategy

Valencia CF's marketing team uses Qualifio as part of the club's digital marketing strategy. Every week, they organise a meeting to discuss the performance of their campaigns, plan the next ones depending on upcoming games or the sponsor they want to highlight, and brainstorm campaign ideas.

In their first year using Qualifio, they achieved great results:



136 campaigns created



8,737 new newsletter subscribers attracted



An average of **48.8%** of participants opted in to their newsletter

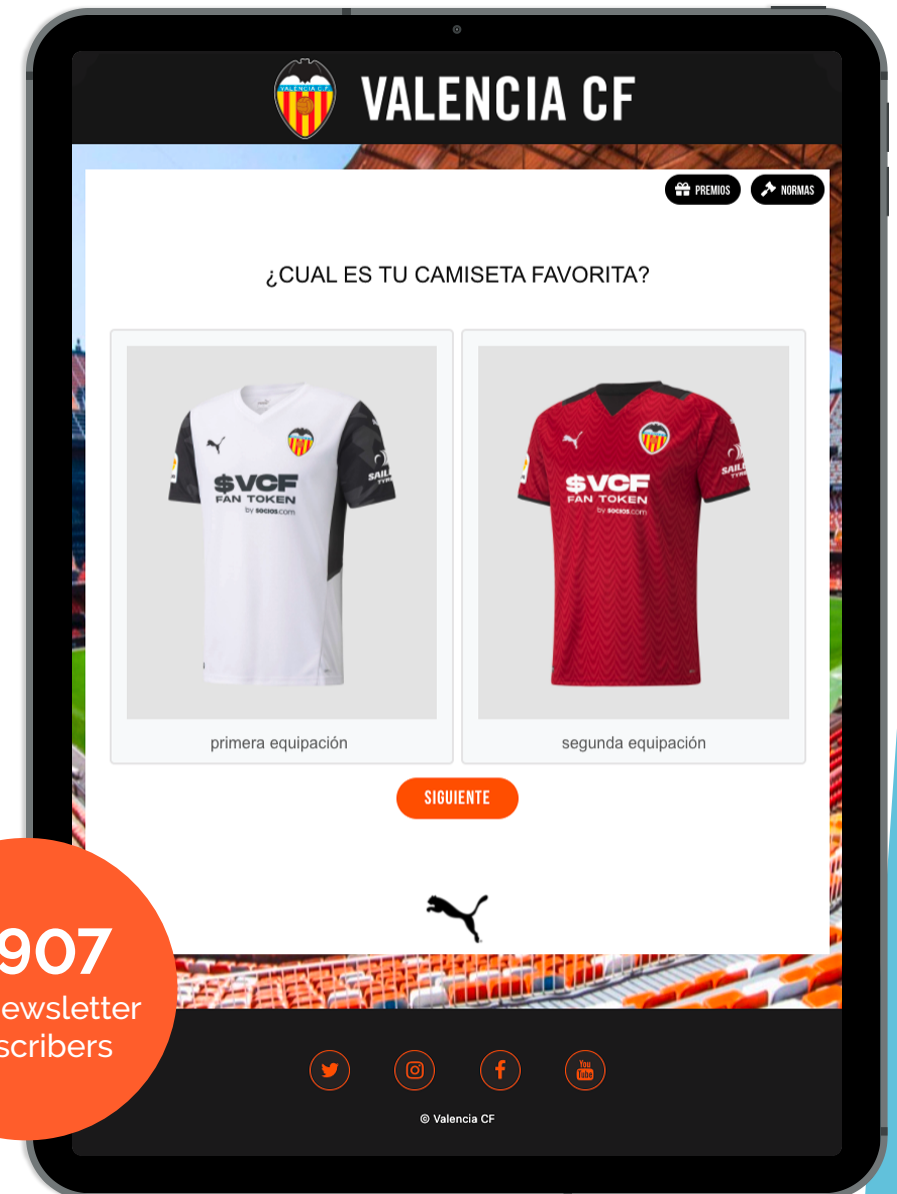
Let's take a closer look at the campaigns that Valencia CF have launched to achieve their four primary marketing objectives.

1. Attracting newsletter subscribers

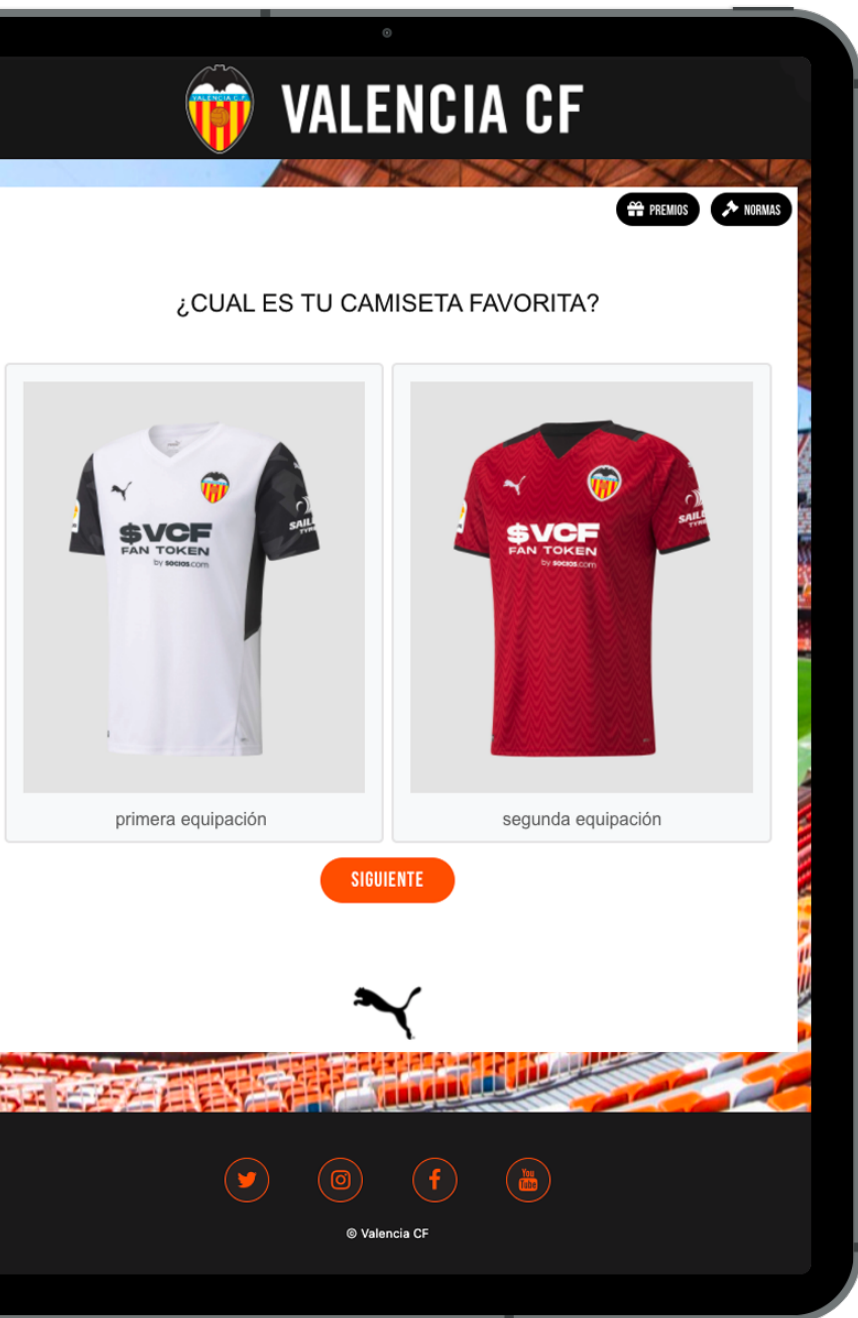
This is Valencia CF's number one objective. And it is also the reason why they decided to start using Qualifio. They struggled to attract new newsletter subscribers and found that interactivity was an excellent way to **collect first-party data**. How? By combining interactive formats, like quizzes, polls, tests and games, with powerful forms and opt-ins.

Let's take a campaign created by the club to illustrate this point. The football season in Spain starts in July, always whipping supporters into a frenzy. Valencia CF leveraged the heightened engagement of this moment to attract new subscribers to their newsletter.

The team launched a poll between the two new season jerseys and asked supporters to vote for their favourite one to win it. To validate their choice, fans had to fill out a form (first name, last name, email, date of birth, city), in which Valencia CF proposed a newsletter opt-in. As a result, they managed to attract a total of **2,907 new newsletter subscribers in 15 days**.



2,907
new newsletter
subscribers



"The goal of this campaign was to get as many new newsletter subscribers as possible. We knew that creating a short campaign with a new season jersey as a prize would be a great incentive."

Cristina García

Digital innovation and e-commerce analyst @ Valencia CF

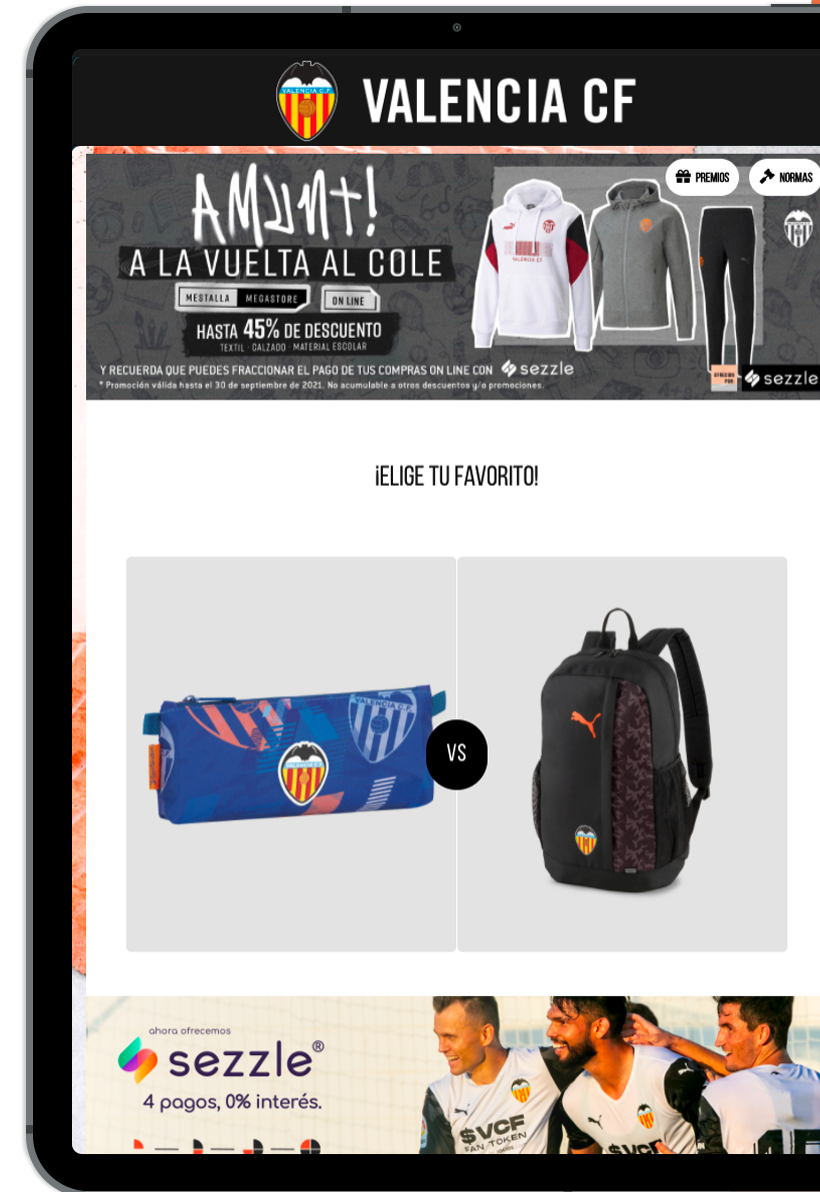


2. Understanding supporters better

According to Cristina García, listening to their supporters and understanding them better must be their number one priority. To achieve this objective, the football club uses **product battles**, **collecting zero-party data** and gathering feedback about what supporters like. The concept is simple: fans have to vote for their favourite product between two options, with a chance of winning one of them!

All the data collected through these battles are then sent to the e-commerce's managers. Thanks to these insights, they understand each supporter's preferences and can adapt their stocks accordingly or launch promotions and specific actions around the most popular products. Valencia CF launched this product battle towards the **back-to-school** season, where online and physical shops are being stocked up.

Valencia CF also shares data collected with Qualifio with their emailing tool, being able to send personalised messages according to each supporter's interests.



3. Increasing their sponsors' visibility

As a football club, Valencia CF is committed to **giving great visibility to their sponsors**, both offline and online, and Qualifio helps them with the online part.

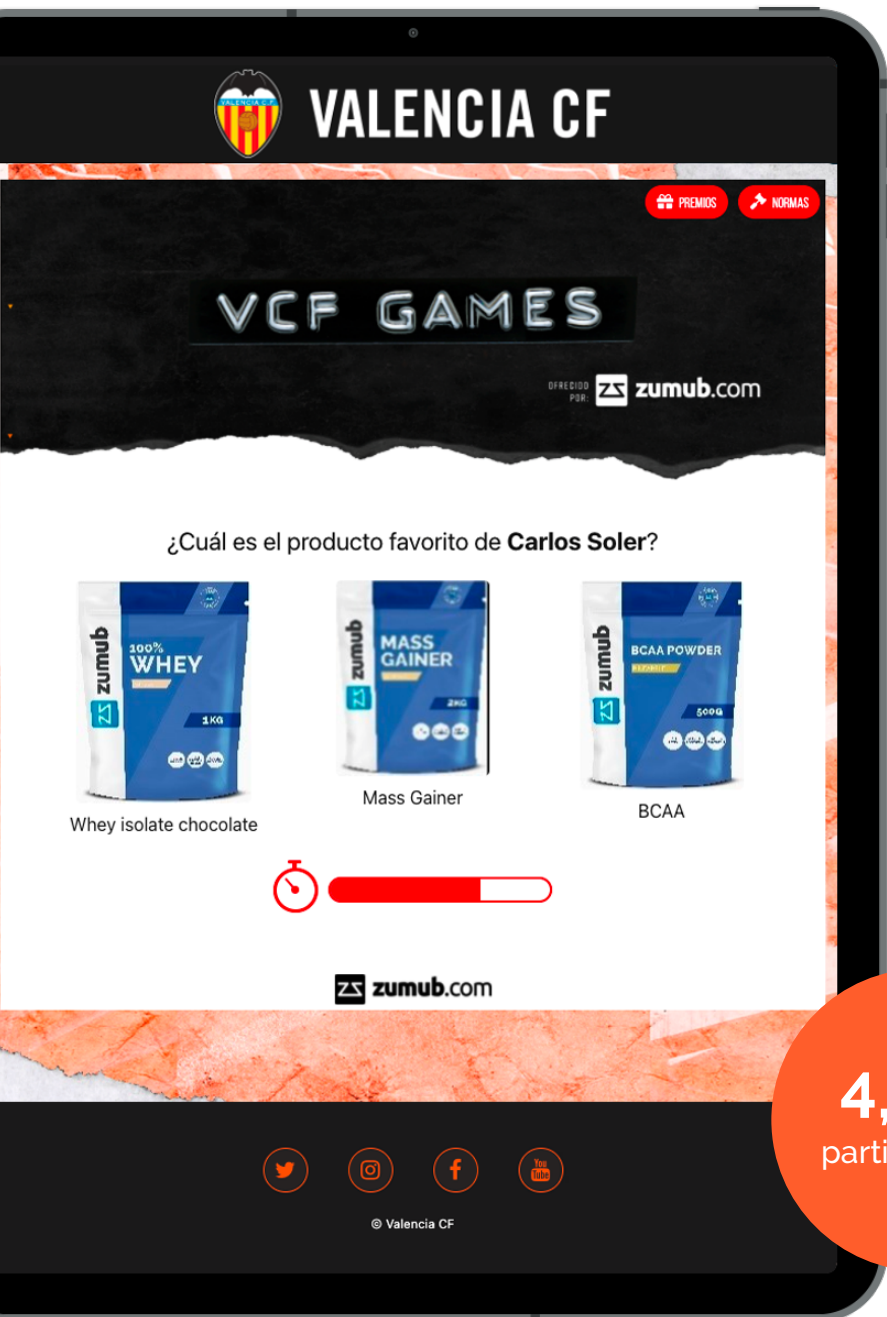


“Qualifio is part of the visibility package we offer to our sponsors. We put our sponsors in the spotlight through ads disguised as games. It’s a win-win: we attract a lot of participants, thanks to the prizes proposed by our sponsors, and they get brand visibility in return.”

Cristina García

Digital innovation and e-commerce analyst @ Valencia CF





For their sponsor **Zumub**, a supplements brand, Valencia CF created a **sudden death quiz** promoted via their newsletter with eight great prizes to win: vouchers, VIP tickets, signed balls, etc. The quiz mixed questions about the sponsor's products and the Valencia CF team. To boost participation, they announced all participants would receive a €10 gift once registered — an effective incentive to turn anonymous visitors into identified fans and grow their database.

This quiz attracted 4,242 participations in just 8 days. Cristina also mentioned they chose the sudden death quiz over the **chrono quiz** because the data available within Qualifio showed that this format brought them more participations.

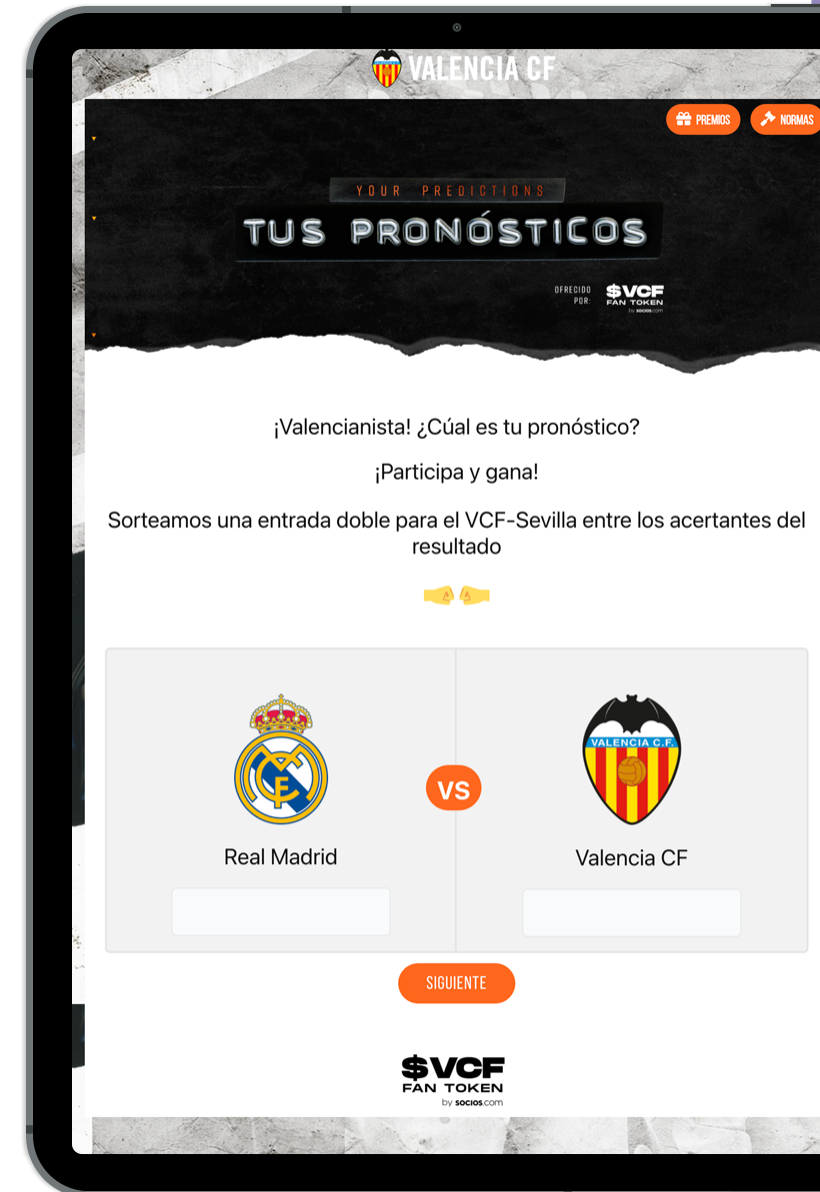
4,242
participations

4. Engaging their supporters recurrently

And last but not least, Valencia CF use interactive marketing campaigns regularly to keep their supporters engaged. For example, before every match, they publish a prediction campaign, usually offering participants the chance to win a prize. This is the first type of campaign Valencia CF launched with Qualifio, due to it being really easy and quick to set up.

These prediction campaigns are a fun way to interact with their audience and build up excitement before a match. Being the most used campaign type by the club, they have extracted a few takeaways:

1. They obtain their best results when the prize is a free ticket for the next match. The second prize in terms of participations is the team's jersey, followed by a signed football ball.
2. Instagram is the best channel to attract people to their campaign, but Facebook is the channel with the best conversion rate, bringing most of the participations.
3. In order to obtain good results from an X campaign, they must launch it twice.





"The next step for the club is to connect our SSO to Qualifio to provide a positive user experience and therefore, generate more participations and increase the number of profile created and newsletter subscribers."

Cristina García

Digital innovation and e-commerce analyst @ Valencia CF




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Discover how games can be a powerful tool for recruiting new supporters

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From information to interaction:
Toulouse Football Club's digital strategy

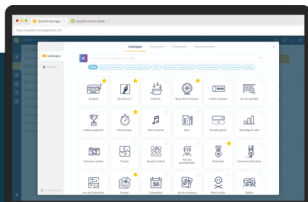
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About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to gather actionable insights through interactive and gamified campaigns, creating personalised experiences that boost engagement and drive revenue.

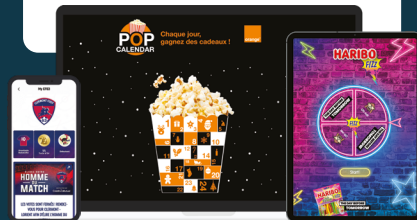
CREATE

interactive campaigns



PUBLISH

on all your digital channels



COLLECT

and enrich your data



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