



Powering global sports through customization and flexibility

Evergent Powers Fan Journey in New Basketball App

About Customer





This global sports and media organization is led by the mission to inspire and connect people everywhere through the power of its sport - and is truly making an impact in this goal. Built around five professional sports league, this sporting empire has established a major international presence with games and programming available in 214 countries and territories in more than 50 languages, and merchandise for sale in more than 200 countries and territories on all seven continents.

The league is the very definition of a global entity, featuring team rosters at the start of the 2022-23 season with 120 international players from 41 countries. Digital assets include its own TV network, online application and League Pass offering as well as one of the largest social media communities in the world, with 2.1 billion likes and followers globally across all league, team and player platforms. The league's global social responsibility platform, is also potent in its own right, partnering with renowned community-based organizations around the world to address important social issues in the areas of education, inclusion, youth and family development, and health and wellness.



Challenges

With multiple solutions for domestic and international markets, the league was grappling with multiple challenges to monetize the interest and grow the subscriber base. Those include:

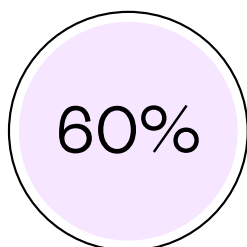
-  High level of complexity in operations required to offer multilingual and multi-currency plans
-  An inability to provide an integrated voucher/coupon management system linked to products and promotions with a quick turnaround time
-  A lack of both flexible offer and promotion management capabilities and adaptable monetization systems necessary to support constantly evolving business needs
-  Longer turnaround times required to integrate with business partners

Solution

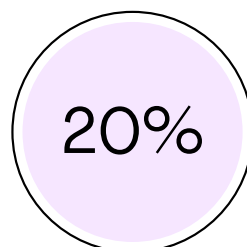
Evergent identified that superior user engagement and flexible offer management with multi-currency support was pivotal to enabling this sports league to properly establish its goal of a robust growth strategy. By deploying the Evergent Monetization Platform (EMP), the company's centralized subscription management platform with multi-country and multi-currency support and extensive payment method integration functionality. The nimbleness and flexible capabilities of the Evergent solution, along with vast domain knowledge of the team, enabled this global organization to consolidate multiple solutions across countries into a single platform, making it easier to operate.

Supported by Evergent's robust partner network, the league enhanced its payments system and offer catalog to complement viewer choices. The league and Evergent also partnered to offer additional payment methods to the subscribers along with devising strategies to manage churn. By leveraging insights from customer intelligence, Evergent helped this sports league enhance its signup and subscription upgrade processes to offer subscribers a seamless user experience.

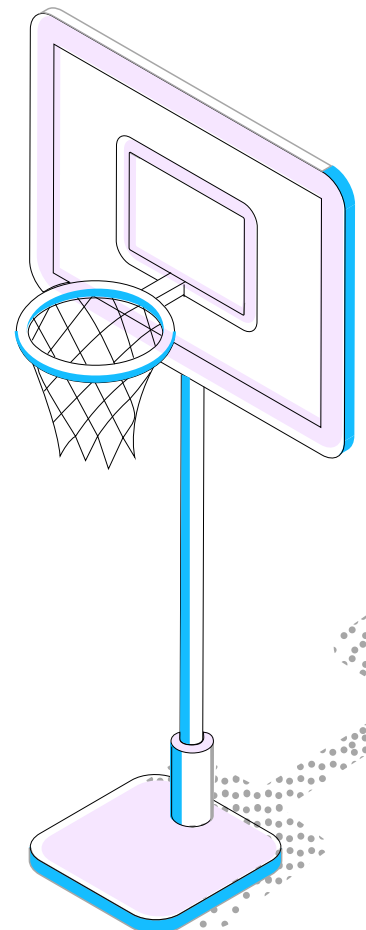
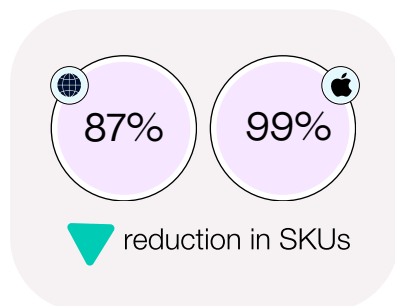
Through its partnership with Evergent, the league has seen a 60% growth in active subscribers. The product catalog has been simplified by optimizing SKUs (stock keeping units) numbers across all markets, including an 87% reduction in web SKUs and more than 99% reduction in Apple SKUs. Additionally, cancel/churn deflection capabilities and layered offers have saved about 20% of users from canceling their subscriptions.



▲ growth in active subscribers

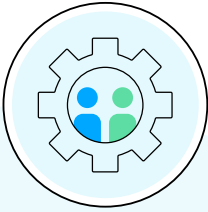


▼ reduction in user churn



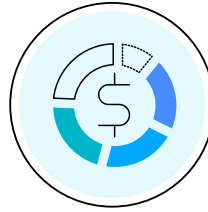
Process

Evergent Monetization Platform's (EMP) capabilities enhanced the league's new app functionality with robust promotional campaigns, and greater customer reach. Evergent's expertise has equipped this world-renowned sports entity to globally launch centralized flexible offers and promotions and additional payment options.



Strategic Partnerships

As a true global phenomenon, this league established several significant strategic partnerships through the years. The Evergent platform has been integrated within this strategic partner network, making the league's subscriber journey more seamless and conducive to multiple new revenue opportunities for the streamer.



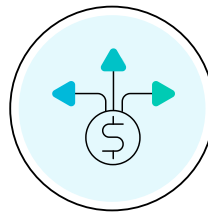
Payment Flexibility

The league's automated billing communication has reduced the risk of non-payments from subscribers with a superior user journey put in place. EMP provides options for the business to encourage subscribers to pause, upgrade and downgrade their membership plans and utilize self-serve digital environments.



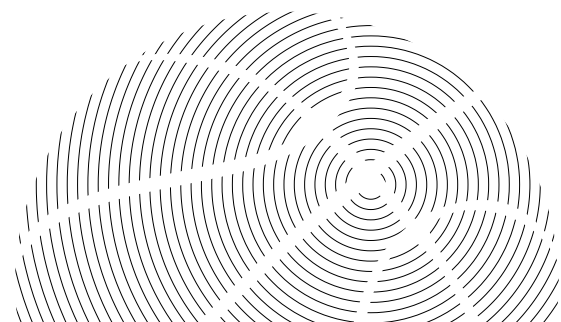
Central Control

The sporting league's global operations are centralized on a single Evergent subscription platform with region-specific business rules and currency options enabled. EMP's subscriber management capabilities offer this organization a holistic view of subscriber history across regions, enabling the league to make data-driven, informed decisions.



Flexible monetization

EMP has provided the league with the flexibility to test different monetization models, offer multiple packages, season pass, rollout promotions and more through a single platform spanning multiple countries.



Benefits / Key Outcomes

Seamless migration to EMP



more than 20K
use cases

1,000,000+

more than a million subscribers



migration completed in
five months

Subscriber growth

60%

Growth in subscribers during the first season of partnering with Evergent.

Integration ease

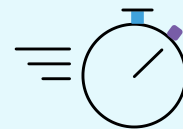


Integrated new payment methods such as Apple Pay, Google Pay, Alipay etc.

Wide options for subscribers

- The league is now able to offer a variety of sports viewing packages. This includes Annual Premium, Monthly Premium, Team Choice, Game Choice, In-Game Choice, Single Game Full, Single Game by Quarter, Day Pass, 10-minute pass
- Flexible support for league seasons
- Subscribers can manage packages and subscription status with upgrade, downgrade, cross-grade packages or self-cancel, pause and resume capabilities
- Offers/promotions based on customer profile and activity (Offer/Promotion Management), equating to approximately 3,500 users redeeming coupons daily

Rapid Rollouts



Ability to roll out new features such as gifting, integration of new teams etc., in a short period of time.

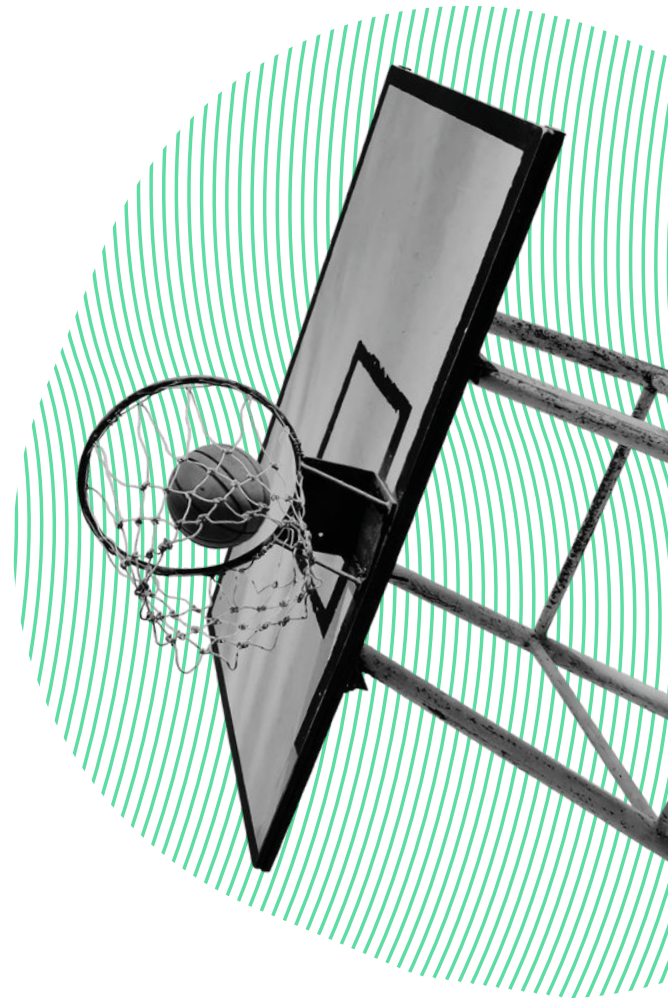
Borderless Expansion

The sports league is now able to venture into new sales channels with multi-device functionality along with global currency and payment support. Evergent has equipped the league to expand seamlessly with multi-regional and multilingual growth plans.

Benefits / Key Outcomes

Reduced operational complexity

- Customer complaints have been reduced by 60% and service cancellations also have been reduced, by 56%, during the seasonal renewal process
- With Evergent Monetization Platform (EMP) as a centralized base, the sports league was able to roll out new packages, intriguing new offers and updated package pricing with streamlined speed
- Transitioned from 10K legacy products to 20 next-generation products
- Reduced by 87% the number of WEB SKUs, from approximately 200 to 26, as part of a catalog simplification process
- A 99% reduction in the number of Apple SKUs, from around 1.1K to 650. This is due to the power of EMP to handle multiple teams in a single SKU compared to the previous system which required multiple SKUs



Manage Churn

- By applying Evergent's Captivate Flow product, the sports league has been able to retain about 20% of the paid subscribers who tried to cancel their subscription
- EMP provides auto-renewal capabilities with retry and dunning workflows to manage involuntary churn

BUT WAIT, BEFORE YOU GO...

Check out this one time offer just for you



YOUR NEXT MONTH SUBSCRIPTION... ON US

That's right, free subscription for a month

Accept Offer

No Thanks