

Chennaiyin FC Boosts Fan Engagement through Mobile App



OBJECTIVE

Chennaiyin FC sought to enhance fan engagement and collect supporter insights to personalize marketing.



SOLUTION

Created a mobile app for fan engagement with live updates, content, gamification, rewards, community features, and data collection.



KEY FEATURES

- Live match updates and content
- Gamification and rewards programs
- In-app community engagement
- Data collection for insights



RESULTS

- **4.8M+** total app engagements
- **16m 44s** average screen time per user
- **1M+** engaged time per user
- Increased fan loyalty and brand perception

The mobile app drove higher engagement through personalized content and rewards. Data-driven insights enabled targeted marketing. Overall fan retention and global brand visibility improved.