

West Bromwich Albion Digital Development Project

February 2021

**DIGITAL
PROJECT**

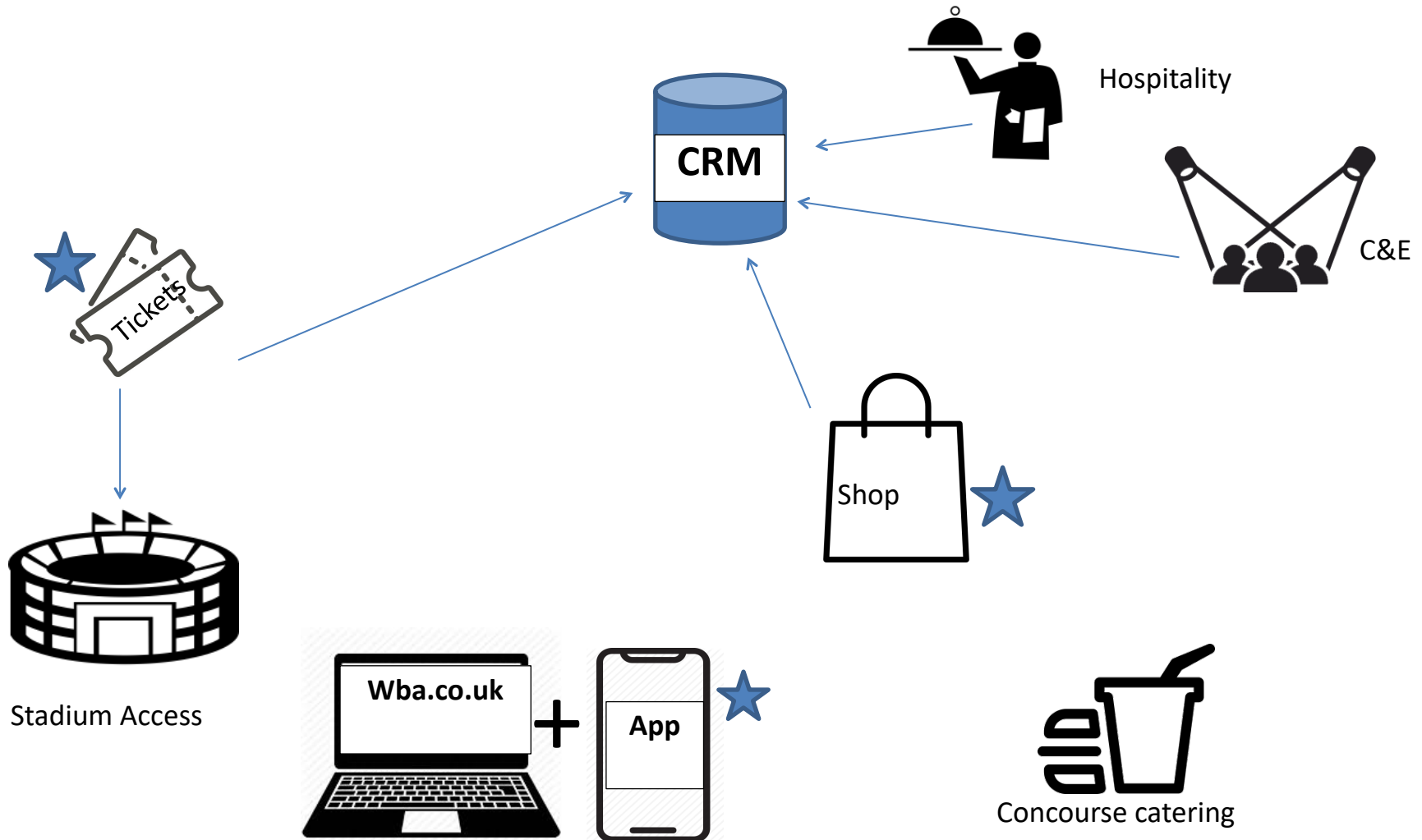
Key Objectives

- Improve digital brand and user experience
- Improve data
- Increase sales of existing products
- Introduce new revenue opportunities

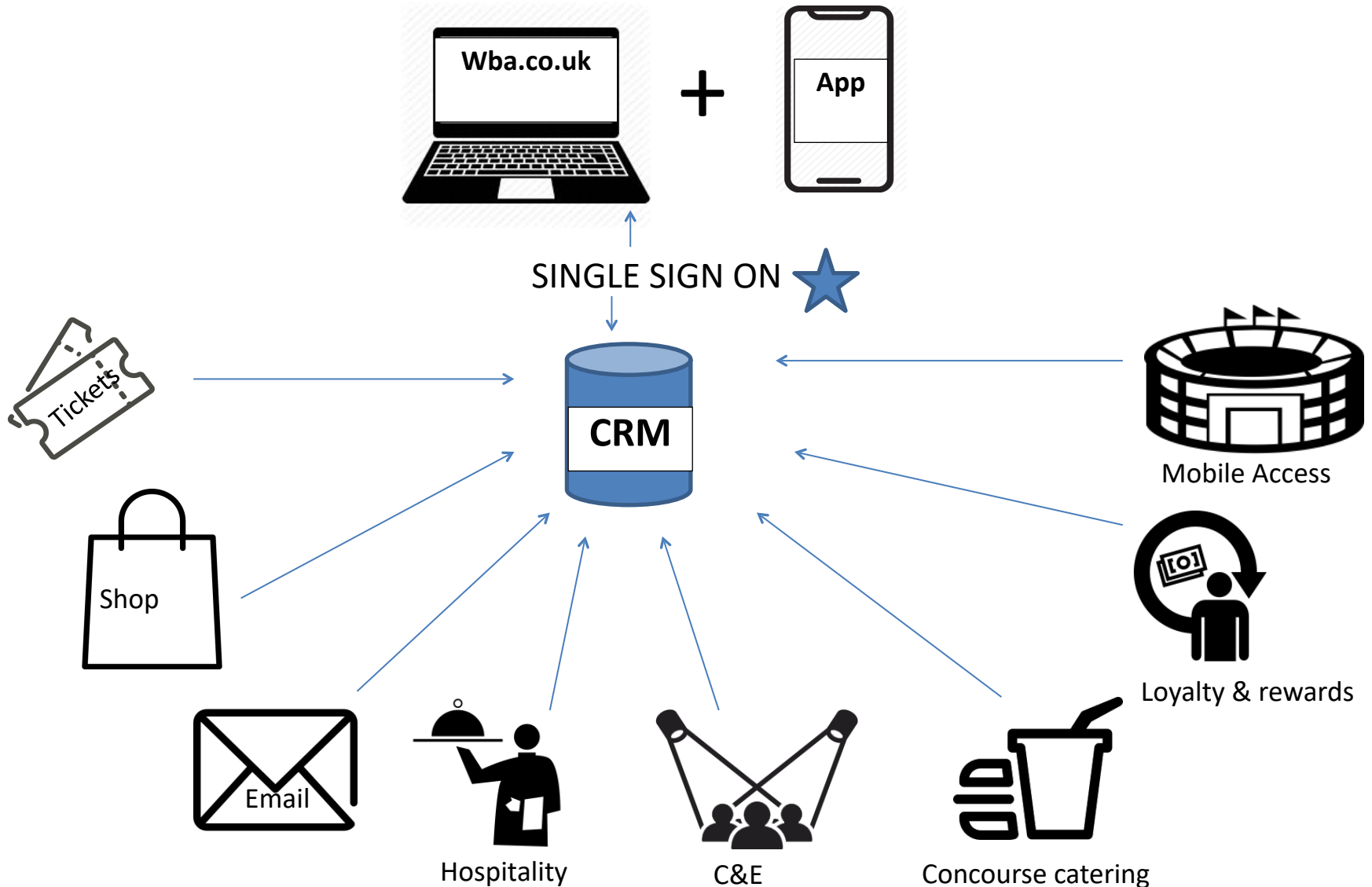


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Original Infrastructure



Target Infrastructure



What the Project Will Deliver

Digital Platforms

Control functionality

Create a digital brand

Full integration of all digital tools.

Improved UX

SSO

Personalised content

Enhanced digital experience

Improved Data

SSO to improve data records

Collect behavioural data

Commercial Opportunities

Advertising locations

Sponsorable assets

New products

Increase fan revenues

Improved user journeys
between web and ecommerce

Loyalty & rewards

Personalised content

Marketing Opportunities

Push notifications

More targeted content

Automated communications

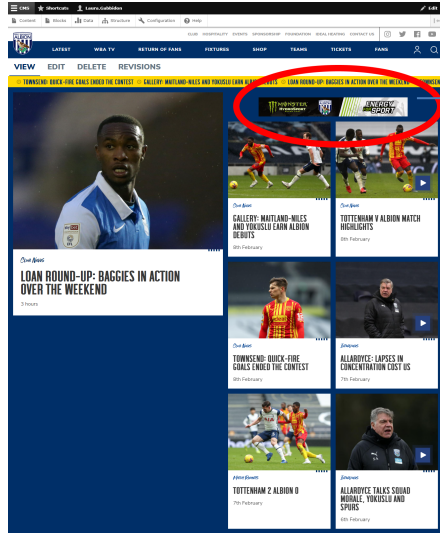
Remarketing opportunities

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Improving Retail Conversions

Delivering a 202% year on year
increase in converting sales

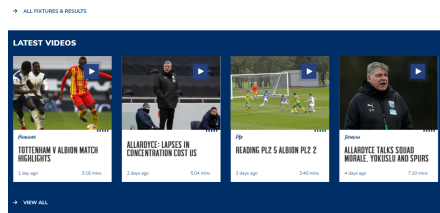
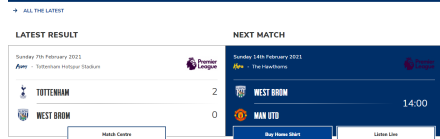
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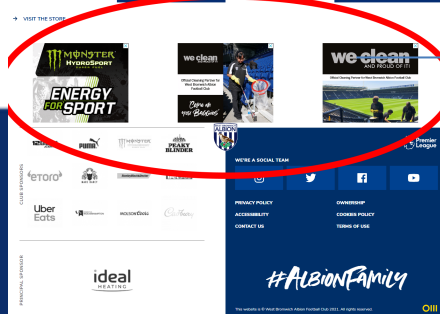
Advertising site for retail promotions
5% of sales

Home Page

Latest news feed
Articles – 16% of sales



Customisable to showcase specific retail products
- 4% of sales



Advertising sites for retail promotions
5% of sales



[CLOTHING](#)

- [→ REPLICA KIT](#)
- [→ TRAININGWEAR](#)
- [→ LEISUREWEAR](#)

[MERCHANDISE](#)

- [→ HOMEWEAR](#)
- [→ GIFTS & SOUVENIRS](#)
- [→ DIGITAL CATALOGUE](#)

[SALE](#)

- [→ SALE](#)

TOWNSEND: QUICK-FIRE GOALS ENDED THE CONTEST

8th February

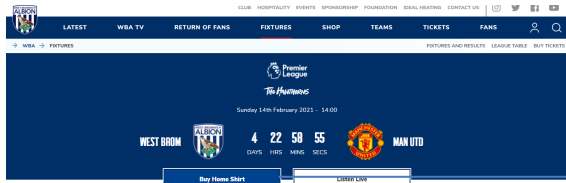
Navigation

<https://bit.ly/37lkYeK>

Tracked links to monitor where users click and which links convert the best

- 44% of sales come from the main SHOP button on the nav bar (39%) traffic
- 28% of sales come from replica kit (26% of traffic)
- 10% of sales come from gifts (7% of traffic)
- 5 % of sales come from Trainingwear (10% of traffic)

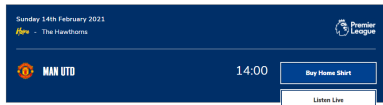
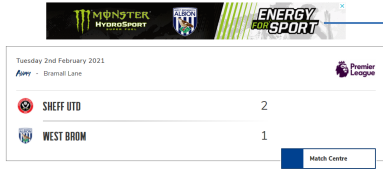
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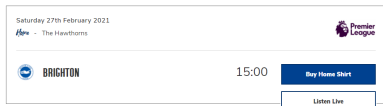
Live Match Centre CTA – 1% of Sales



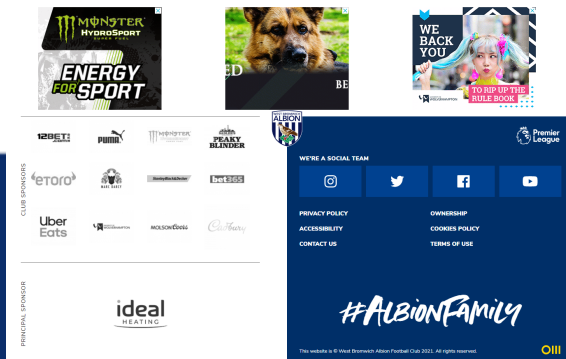
Advertising locations – 5% of sales



Advertising locations – 5% of sales



Live Match Centre



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VIEW EDIT DELETE REVISIONS

FREE UK DELIVERY UNTIL MIDNIGHT SATURDAY

25th February

Enjoy free UK delivery when shopping online at shop.wba.co.uk

All orders over £10 will qualify – you won't have to do anything, the free delivery will be applied at checkout automatically.

The offer ends at midnight Saturday 27th February.

[Shop online here!](#)



Advertising locations – 5% of sales



Retail content – 16% of sales

PRINCIPAL SPONSOR

ideal HEATING

12BET PUMA MONSTER PEAKY BLINDER

etoro WAT GART Stanley Black & Decker bet365

CLUB SPONSORS

Uber Eats

MOLSON COORS

Castbury

ALBION Premier League

WE'RE A SOCIAL TEAM

Instagram Twitter Facebook YouTube

PRIVACY POLICY ACCESSIBILITY CONTACT US OWNERSHIP COOKIES POLICY TERMS OF USE

#ALBIONFAMILY

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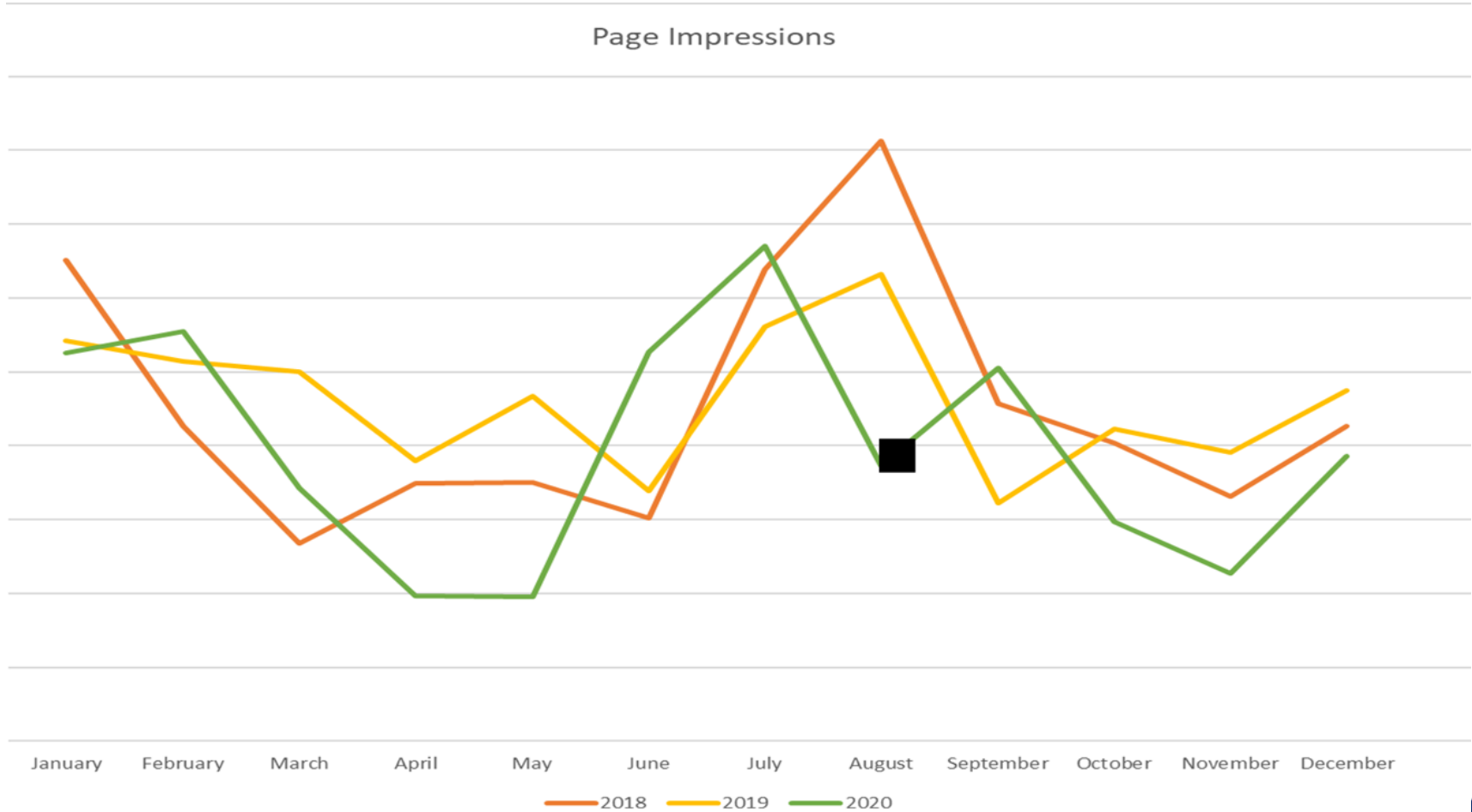
Advertising locations – 5% of sales

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Results so Far

Web Traffic

Page Impressions

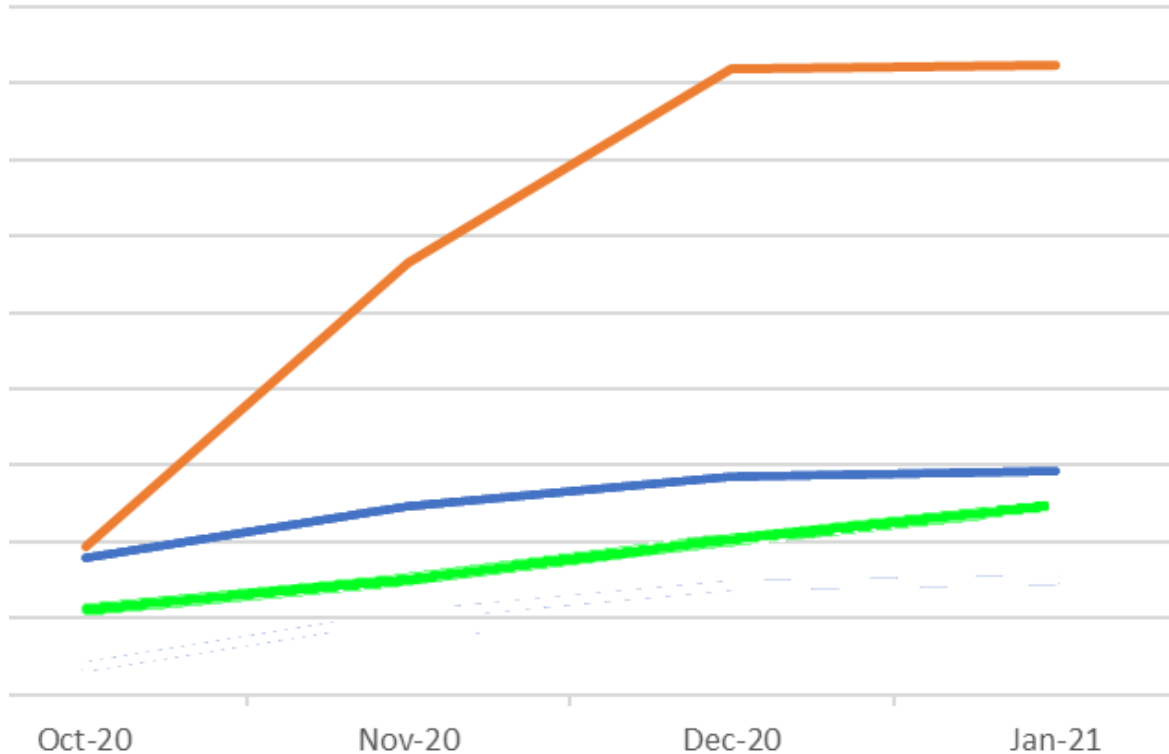


Season Comparison

	17/18 (PL)	18/19 (Ch)	19/20 (Ch)	20/21 (PL)	20/21
Sessions	85%	100%	98%	84%	93%
Users	100%	65%	76%	80%	90%
Impressions	88%	100%	89%	74%	96%

Figures aren't drastically different across the seasons and we only have 6 months of data for the new platforms but we do historically see increased traffic in the Championship, albeit with fewer visitors

App



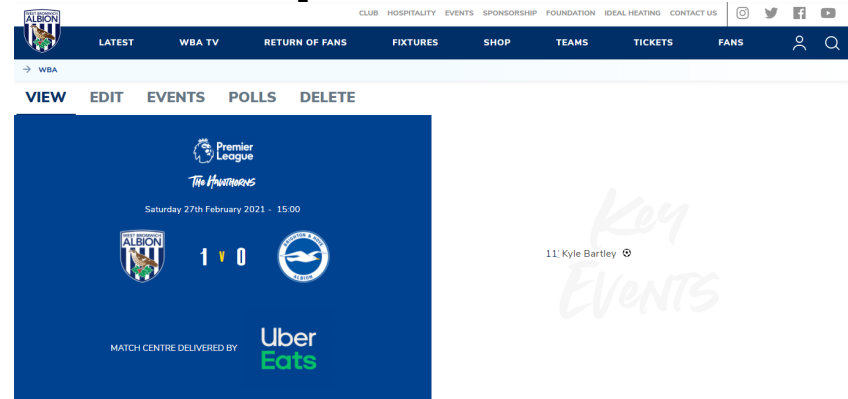
Significant growth in page impressions but all metrics look like might be flattening out now

The app gets an average of 58% monthly impressions as the website

Web and app traffic combined shows the platforms competing with previous seasons despite only 6 months of data

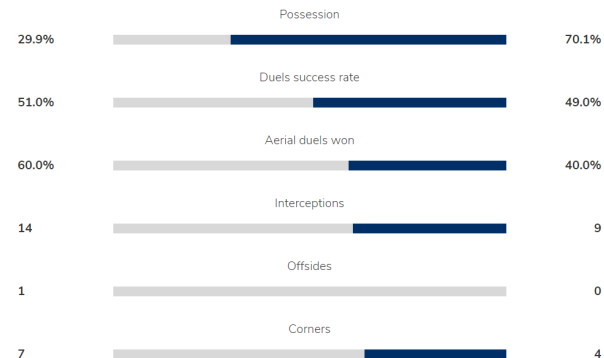
Sponsorship

Live Match Centre
Sponsorship
presented a new
revenue
opportunity
utilising new assets



OVERVIEW COMMENTARY STATS

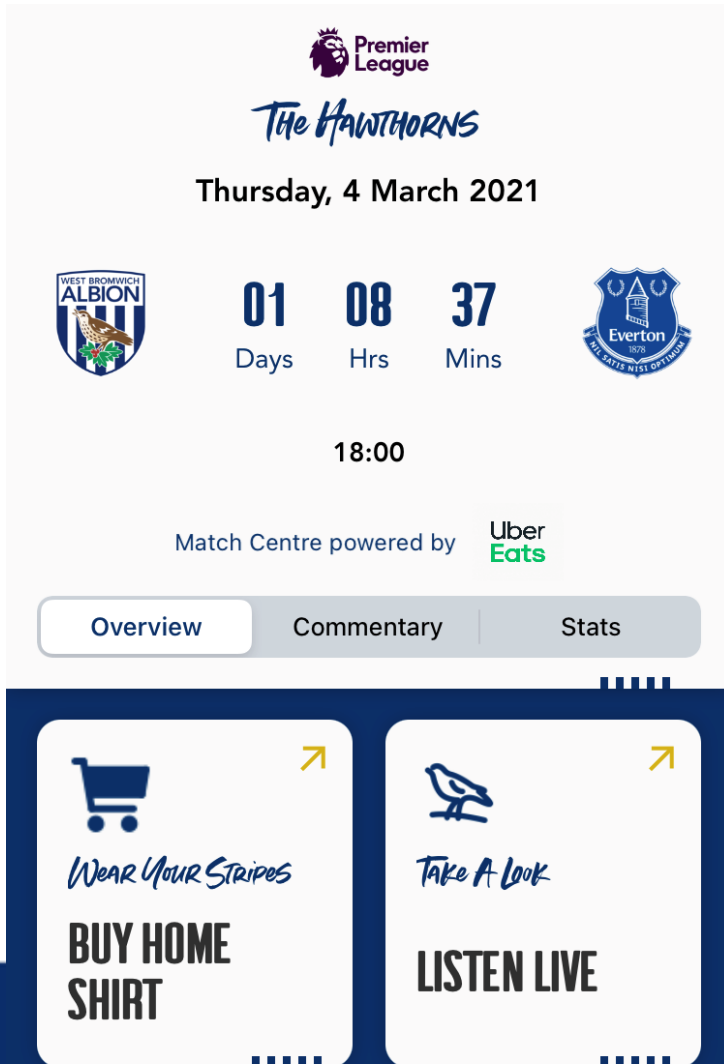
GENERAL DISTRIBUTION ATTACK DEFENCE DISCIPLINE



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Sponsorship

Utilising one of the most frequently viewed content sections of the site across the app and website





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Sponsorship

14:50

 SECURE OUR UBER EATS OFFER FOR HALF TIME! 

 It remains half price off your order for all new customers!

 50%! Click [here](#) to get your selection delivered ready for half time!



Enjoy the game,
the right way!

USE CODE: WBAFC50
For 50% off for all new Uber Eaters

Expires 20/01/21 max of £15 off. Valid 1 time use offer for new UberEATS App Users. Read more: [Uber.com/EATS50](#)

Order your Matchday Meal
Uber **Eats**

2m impressions across all assets in under 3 months

One of the highest viewed articles since launch

Record breaking sales in local area for sponsor

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KPIs

- 19% increase in matchday LMC views
- 387% increase in B2B page views
- 33% higher referral traffic to shop
- 54% higher average monthly sales from web referrals
- 202% increase in converting shop referrals
- Higher valued commercial assets
- £4.51 ROI for every £1 spent so far