BLOCKSPORT

WEB3
MADE
EASY

Telekom Baskets Bonn case study

Turning fandom into real tangible value

Telekom Baskets before Blocksport

Challenges:

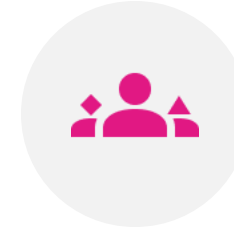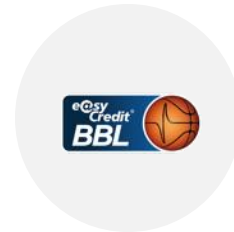Lack of digital infrastructure

Different audiences on different platforms

No digital hub only separate website, podcasts on Spotify, Social Media

Absence of web3 perspective

Match schedules in 2 different mobile apps - BBL & BCL

Start of the Journey

Blocksport and **Telekom Baskets Bonn** have joined forces under the **Deutsche Telekom** initiative to enhance fan engagement in their sponsored properties and introduce Web3 technology to the fans.

Telekom Baskets Bonn is now leading the way in digital fan experiences and Web3 adoption in European basketball.
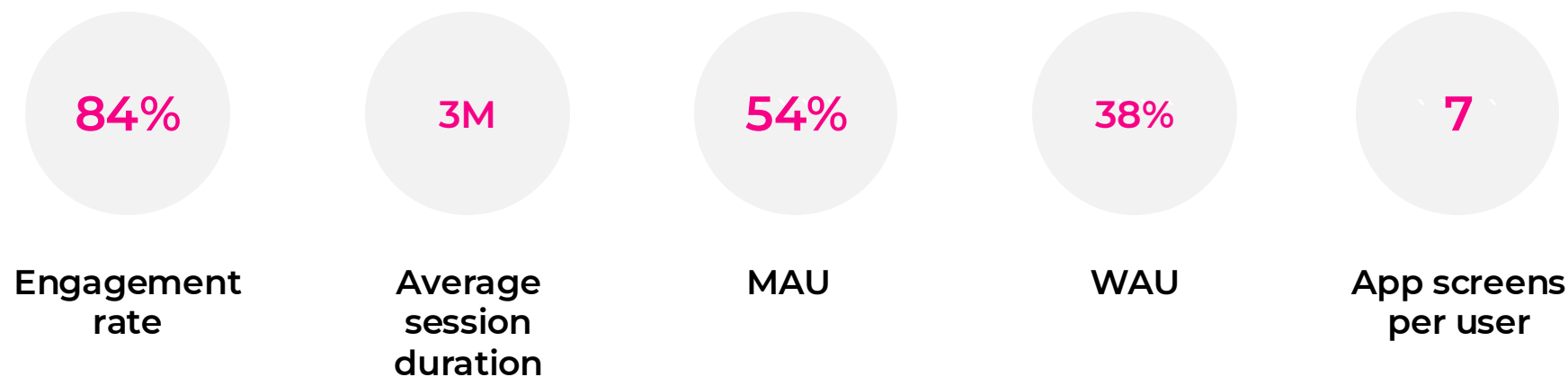
The Super App

The new app has become a vital part of the revamped digital ecosystem, creating a **unique space for fans to interact with the club and each other**.

We have incorporated all the necessary features to inform and engage fans, including a gamification system with fan missions, points, and leaderboards to enhance their connection with the club.
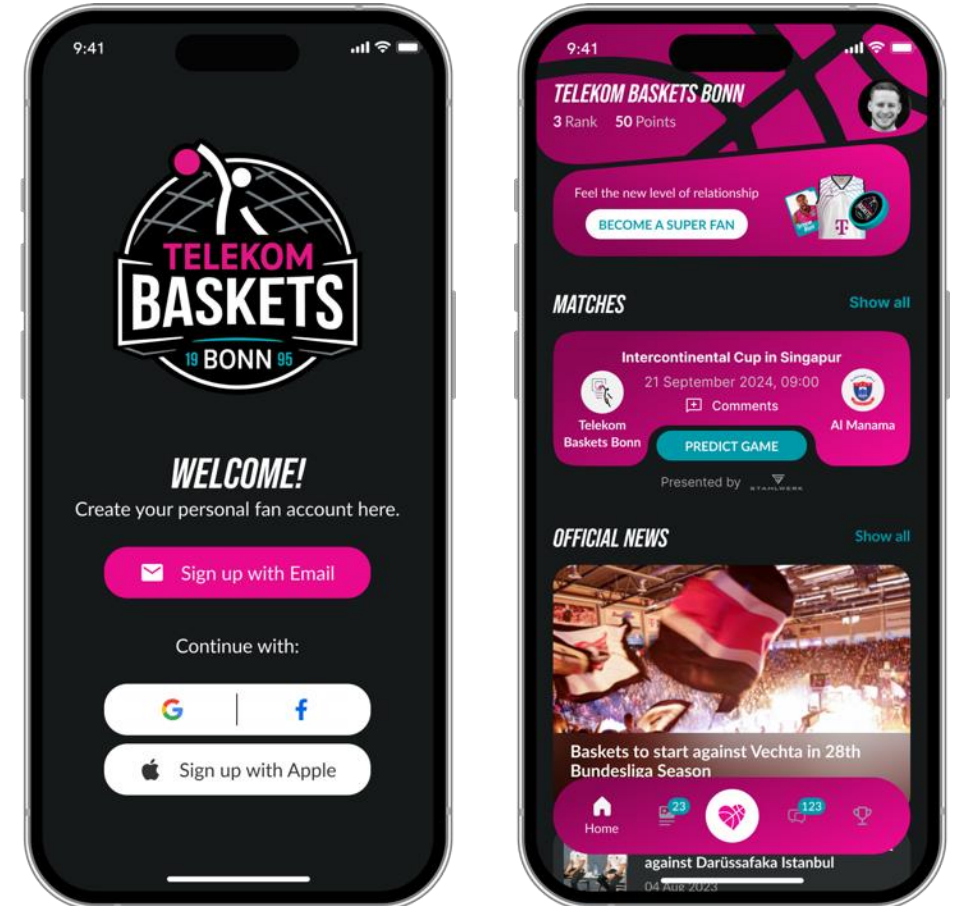
Key Metrics — App Engagement

Since the app's launch, we have achieved remarkable results in fan engagement and app visibility. The club has made significant strides in data collection and establishing commercial processes with fans, marking a major advancement in our digital strategy

84%

Engagement rate

3M

Average session duration

54%

MAU

38%

WAU

7

App screens per user

BLOCKSPORT | **T** | TELEKOM BASKETS BONN

App loyalty program

With the loyalty program inside the app, we allow fans to share the data in the gamified way.

It is a combination of fan missions, fan points and fan rating. In fan missions they need to share some data or make some action in app to complete them. That's how fans receive points and move up in the leaderboard that allows them to take some benefits from club.
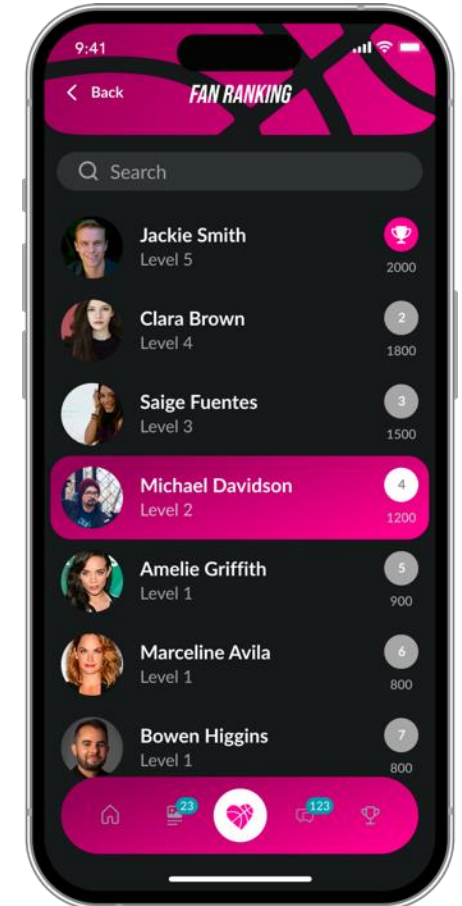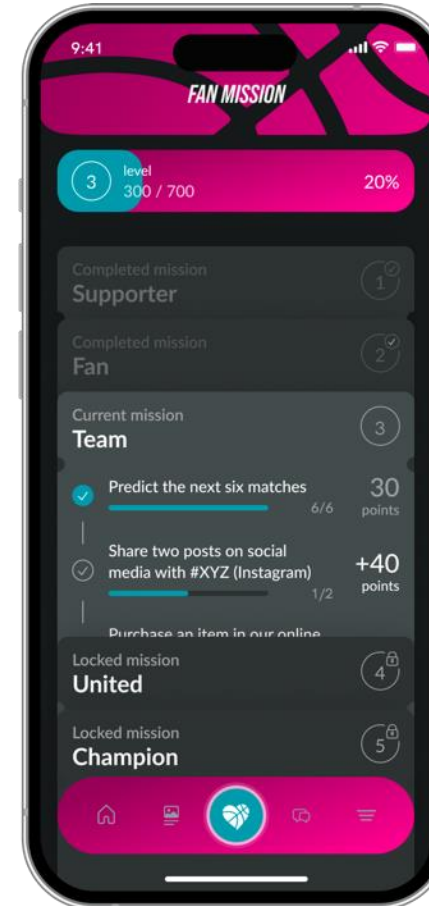

Fan missions → **Fan points** → **Fan rating**

Key Metrics — Fan Data acquisition

Following the app's launch, we have seen impressive outcomes in **gathering**, **analysing**, and **verifying data**. This has enabled the club to leverage the information effectively for commercial gains

50%

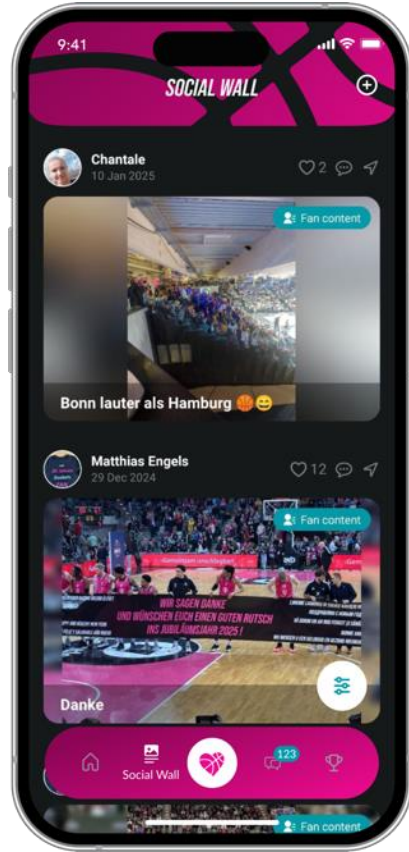**Earned
fan points**

95%

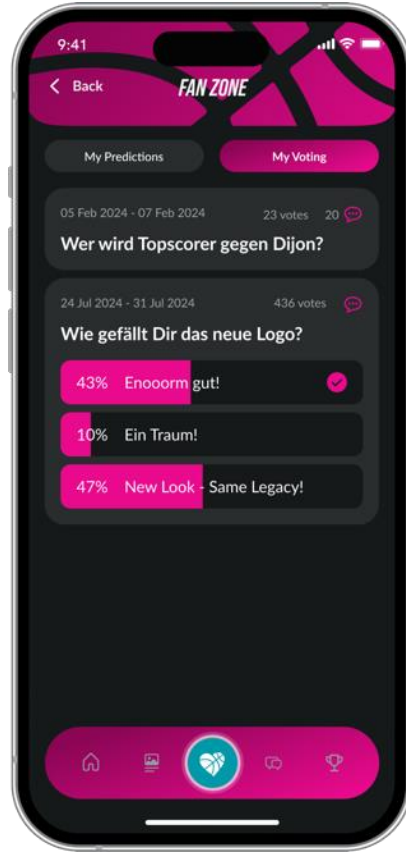**Started
fan missions**

25%

**Shared
full home address**

95%

**Shared
email address**

BLOCKSPORT | **T** | TELEKOM BASKETS BONN

Fans enjoy the new app

UGC

Fan Voting
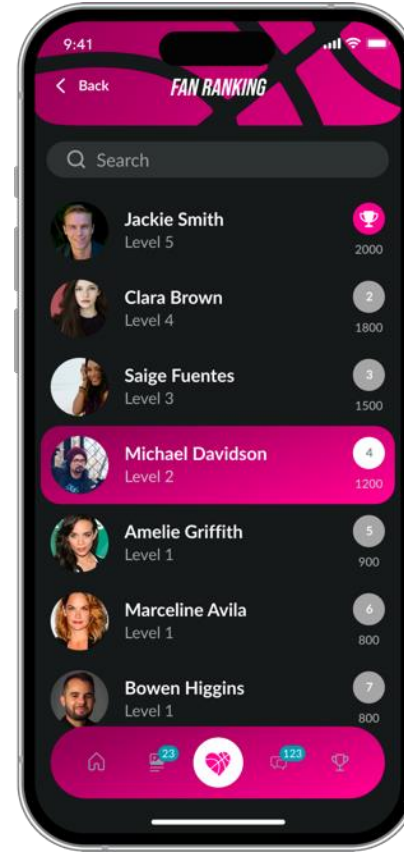
Chat
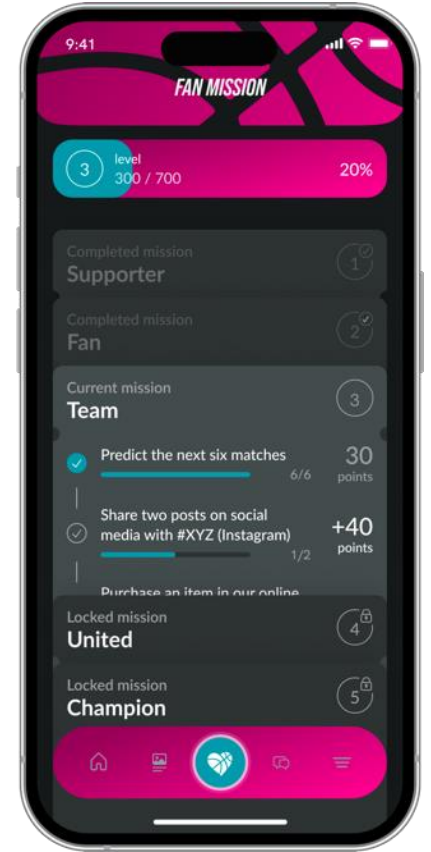
Missions

Fan engagement results

MAU, DAU, WAU

DAU: 472   WAU: 2567   MAU: 3656

Average session duration

Selected period average: 3m 1s
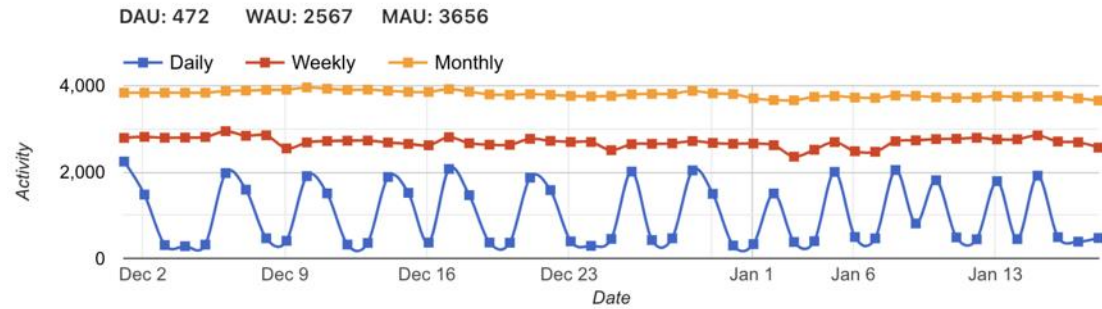
Geography by active sessions

User geography by active sessions ⓘ

○ Geo   ○ Table   ○ Pie
○ Africa   ○ Oceania   ○ Americas   ○ Asia   ○ Europe   ⦿ West Europe

Germany
Engagement / Total sessions: 47,370
Percentage: 96.51

1   ▼   47,370
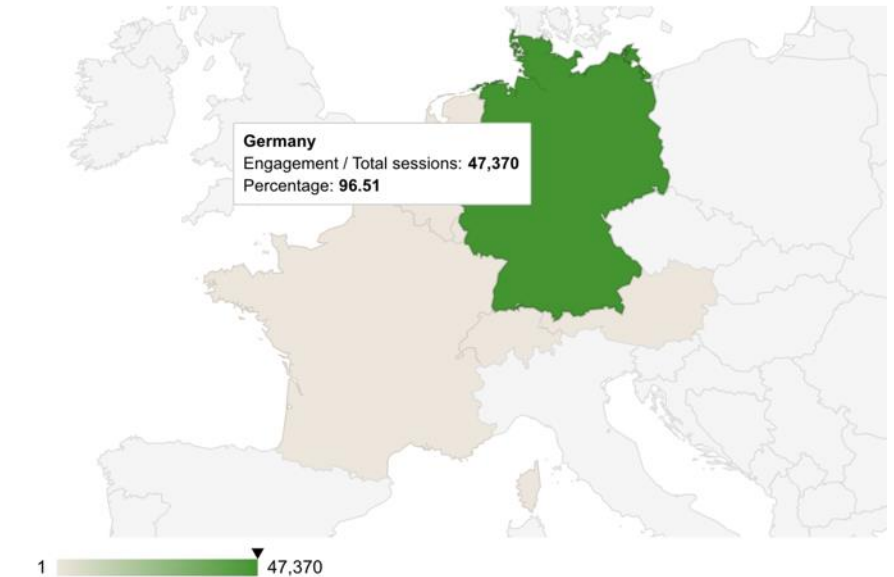
Fan Wallet: coming soon in 2025

The Web3-based Fan Wallet will allow TBB fans to collect fan points in-app and unlock special goods and services, such as digital collectibles. This is a great step into Web3 and a way to improve engagement.
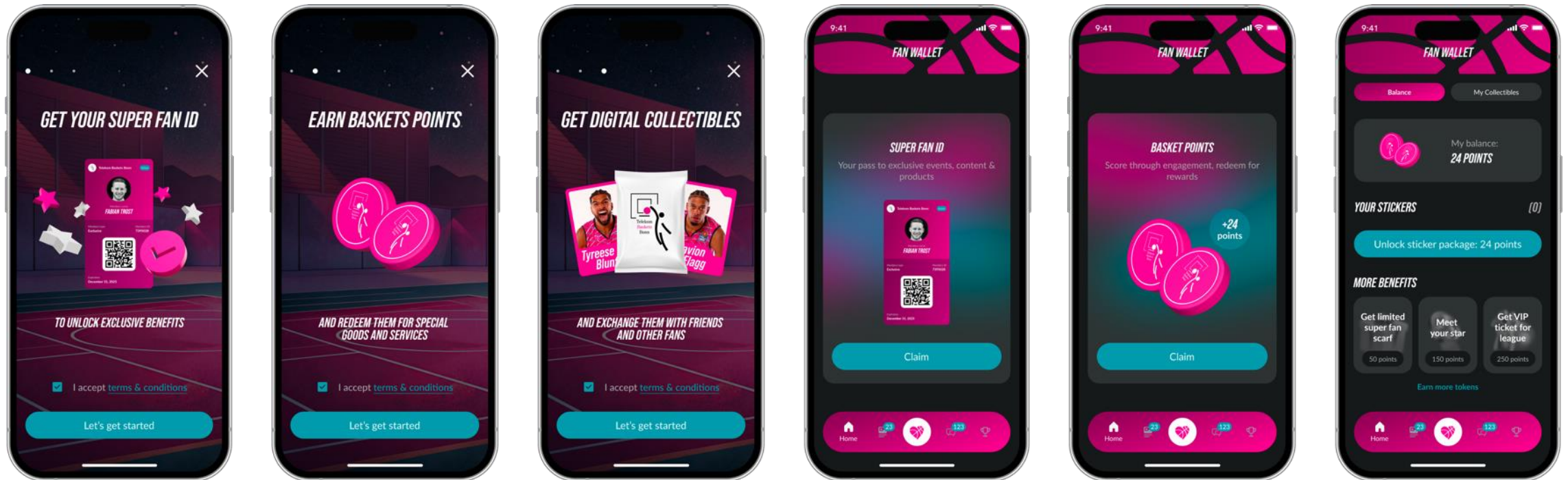
AI-powered Advanced Insights reporting

Ability to extract data from CMS and convert it into usable fan data reports.

Fans activity inside the app　　　　　　**CMS**　　　　　　**Blocksport AI:**
data-based fan insights

Possibilities for TBB's sponsors

| 2024	2025
• Metrics: Registrations, downloads, etc. • City-level geography: by login place, by registration address • User segmentation & detailed analysis (CSV export & CMS charts) • Segments by activity: DAU, WAU, MAU, not seen in a week, not seen in a month • Segments by device: iOS, Android • Segments by age group based on DOB • Segments by gender: male, female, diverse	• Location data tracking • Game day behaviour segmentation • Multi-segments: 2+ segments (egg. gender + age group) • Blocksport AI Data Analysis • Sponsor links and sponsor ad banners with click statistics • Push campaigns with deep in-app links - overall and by user segment • In-app popups with custom images and a CTA button

BLOCKSPORT

Roadmap and plans

After embracing the Web2 part of our solution we are on the road to introduce Web3 to the fans with the wallet integrated inside the app and provide enhanced experience for communication between fans and club.

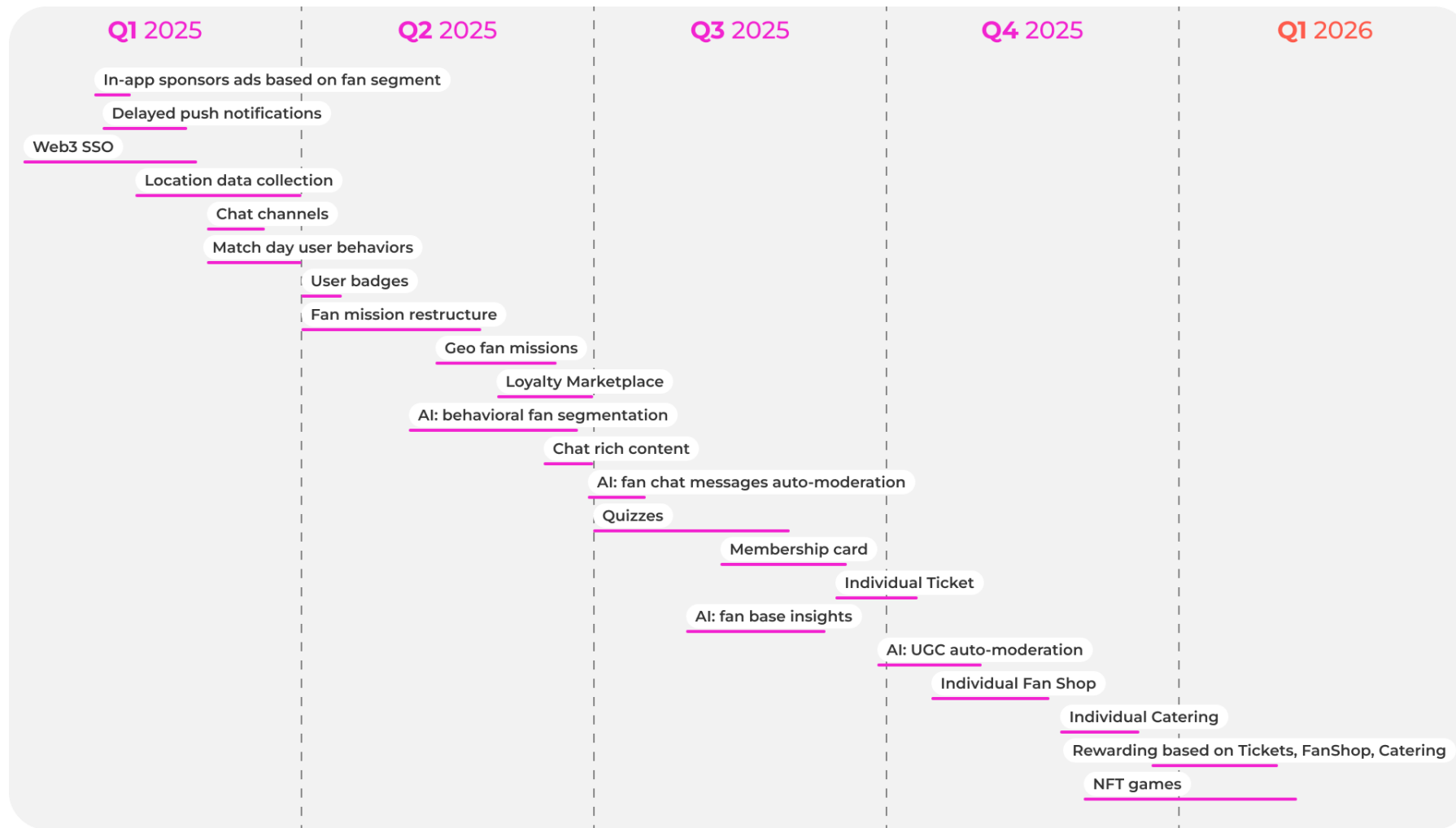**We have amazing plans to achieve new goals and hights.**
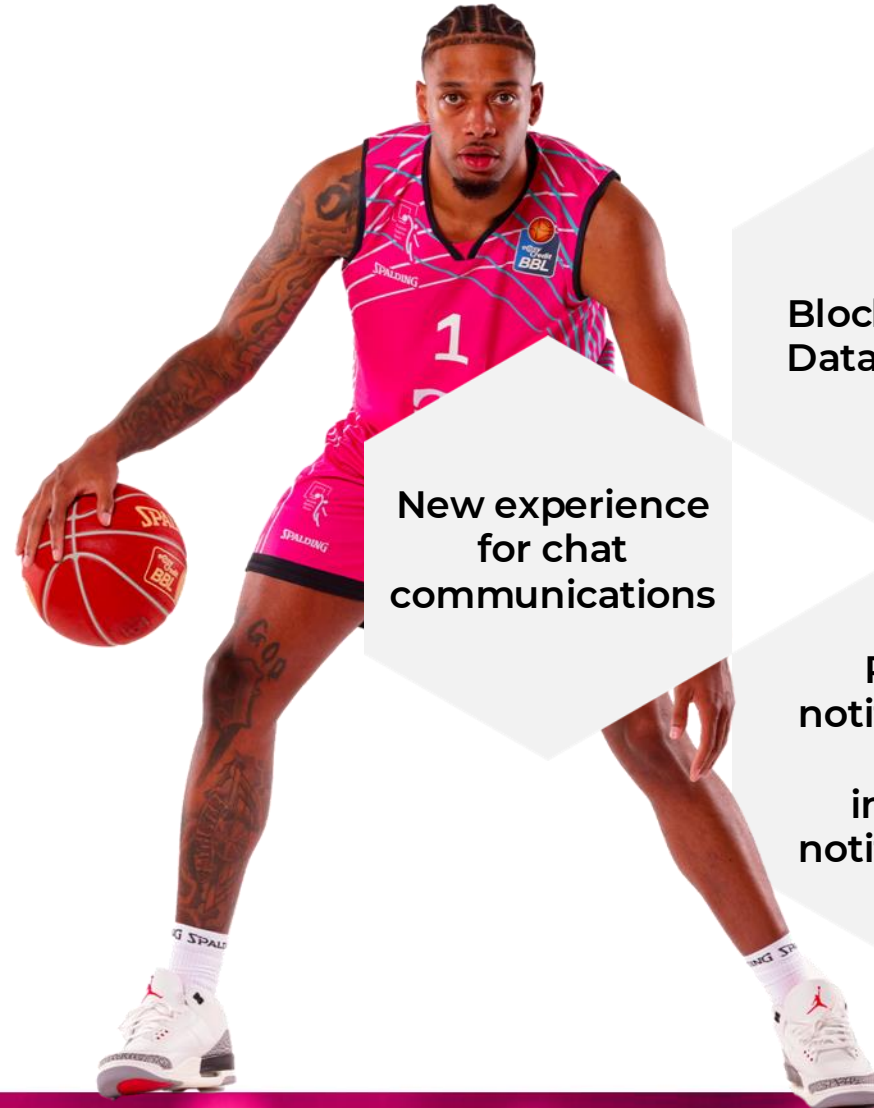
Blocksport AI Data Analysis

New experience for chat communications

Push notifications & in-app notifications

Platform Roadmap 2025-2026

Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026

- In-app sponsors ads based on fan segment
- Delayed push notifications
- Web3 SSO
- Location data collection
- Chat channels
- Match day user behaviors
- User badges
- Fan mission restructure
- Geo fan missions
- Loyalty Marketplace
- AI: behavioral fan segmentation
- Chat rich content
- AI: fan chat messages auto-moderation
- Quizzes
- Membership card
- Individual Ticket
- AI: fan base insights
- AI: UGC auto-moderation
- Individual Fan Shop
- Individual Catering
- Rewarding based on Tickets, FanShop, Catering
- NFT games

BLOCKSPORT | T | TELEKOM BASKETS BONN