


GLAEngagement

COMMUNITY ENGAGEMENT



ARE YOU READY TO BE A FIRST MOVER?

- ▶ Increase community engagement
 - ▶ Create new community experience
 - ▶ Always rely on the latest technologies
 - ▶ Focus on sustainable marketing
 - ▶ Activate your customers without big costs
 - ▶ Centralized data collection with AI
 - ▶ Dashboard with realtime data
- 

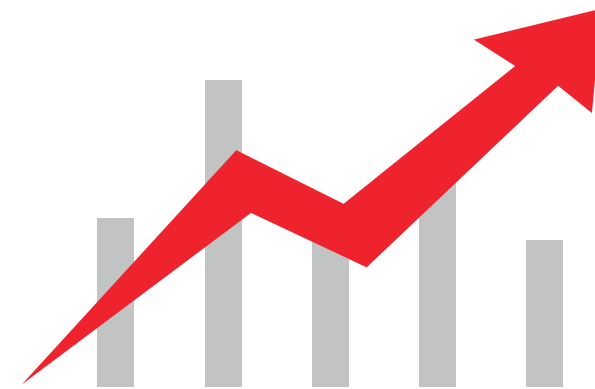
THE CHALLENGE.

Reaching and connecting the community



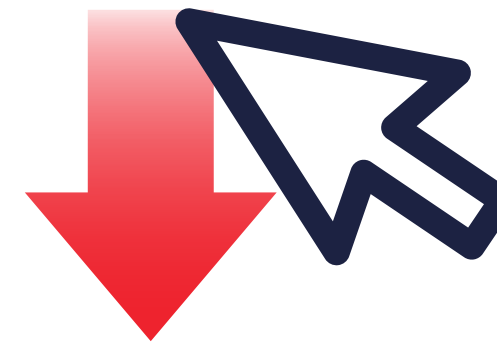
Facebook engagement rate of brand pages dropped 50% (2017-2018).

Forbes, 2018



The gamification market size in 2018 had a global value worth 6.8 billion US Dollars and predicted to register an impressive growth of 32% yearly, reaching 40 billion US Dollars by 2024.

TechSci, 2019



Across all formats, display advertising click through rate is just 0.05%.

Smartthings, 2019



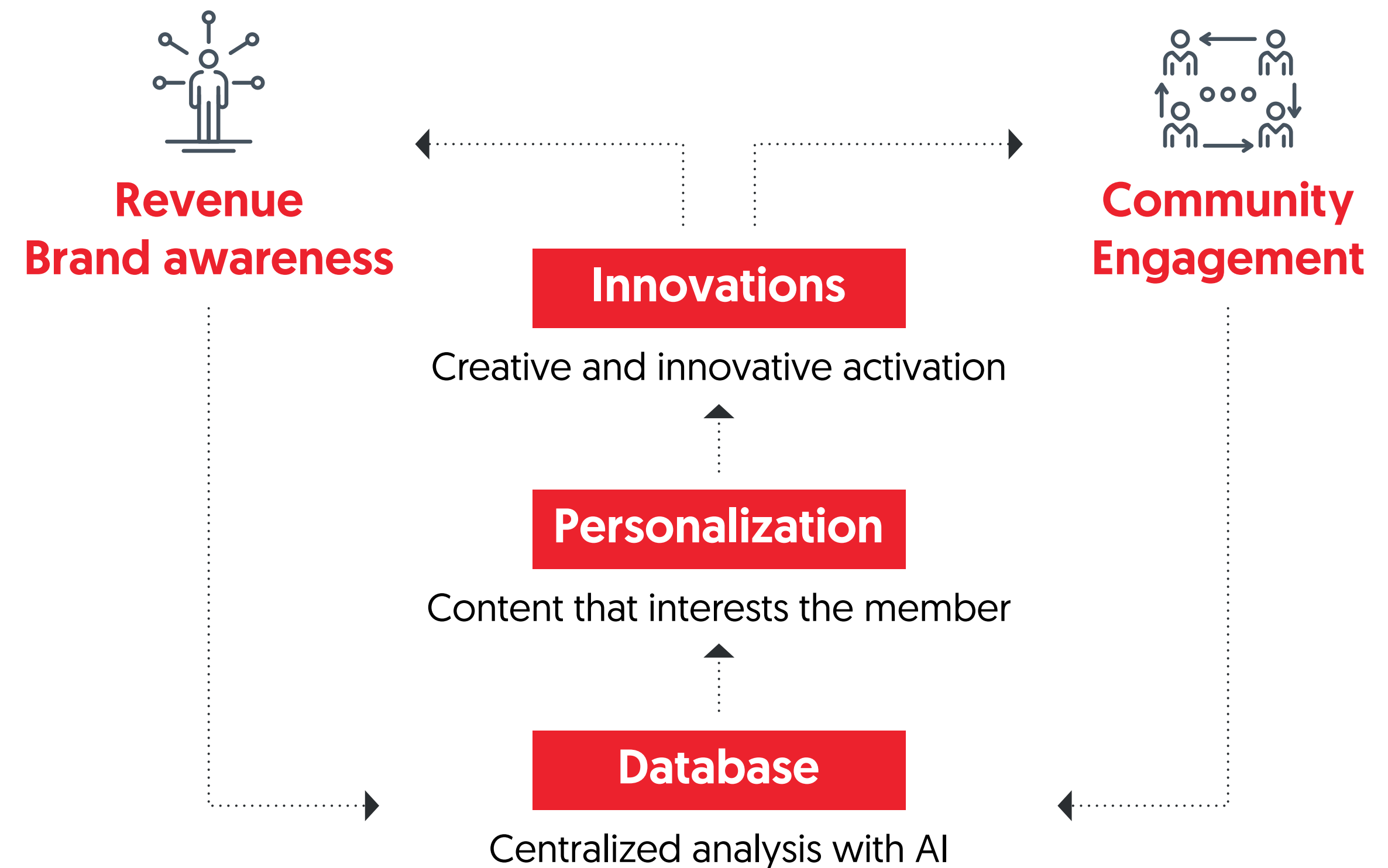
The average office worker receives more than 120 emails per day.

Campaignmonitor, 2019

THE SOLUTION.

How can sales and engagement be increased?

Centralized data management with AI lays the foundation. Thanks to personalized content, wastage in communication can be minimized. With innovative and creative measures, attention can be gained. Consequently, the defined conversions (revenue, brand awareness, community engagement) are increased.



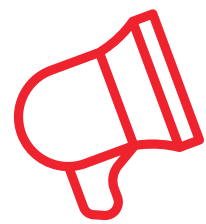
THE PLATFORM.

Your own platform for your community



UNLIMITED POSSIBILITIES

Tell us your specific desire to create your unique community engagement.



CUSTOMIZED CHALLENGES

Customer-specific challenges can be developed depending on the event and topicality.



CONTENT

Provide every single member with personalized content.



BIG DATA

Collect personalized data centralized thanks to AI.



GAMIFICATION

Games, Votings, Quizzes and much more to engage with users.



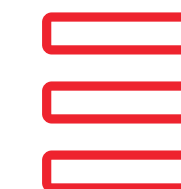
MARKETING

Possibility for a brand to go beyond and trigger emotions of the community thanks to exclusive content for members.



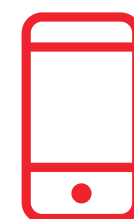
INCENTIVES

Thanks to a loyalty program the members are rewarded [collect points]. In the integrated webshop the products can be bought directly.



COMPETITION

The community loves to interact with each other. Thanks to a ranking, members can measure each other.



MOBILE FIRST

Fully responsible for a unique user experience. The platform is web-based and the UX is focused on the smartphone.

WHY RELY ON AN OWN PLATFORM?

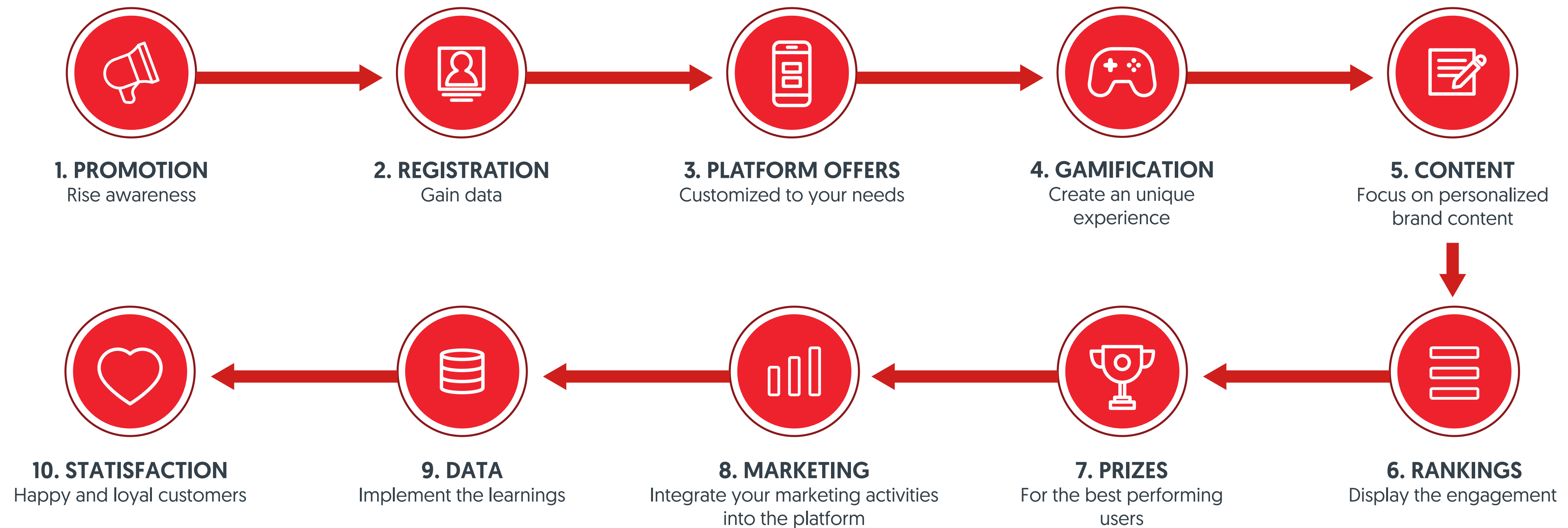
Creating a new visibility with a content platform and strengthening customer loyalty in the long term.

- ▶ Build community (understanding customers thanks to data)
- ▶ Reward community (customer loyalty thanks to added value)
- ▶ Integrate community (entertain customers thanks to gamification)
- ▶ Community play (pick up customers with personalized content)

Bring your customers to your platform - and not to the social networks or platforms of your partners. You have the sovereignty over the data.

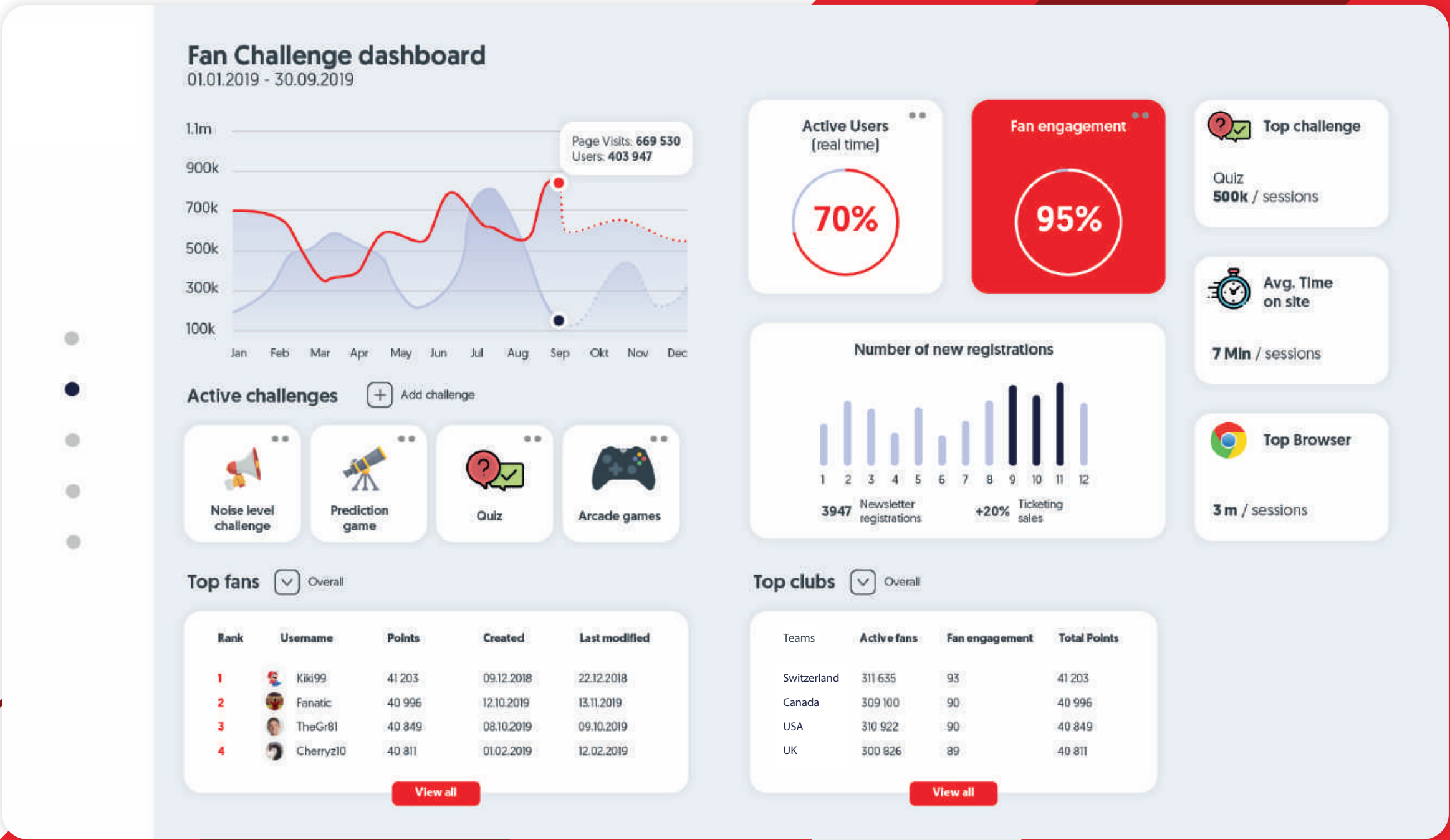


HOW IT WORKS.



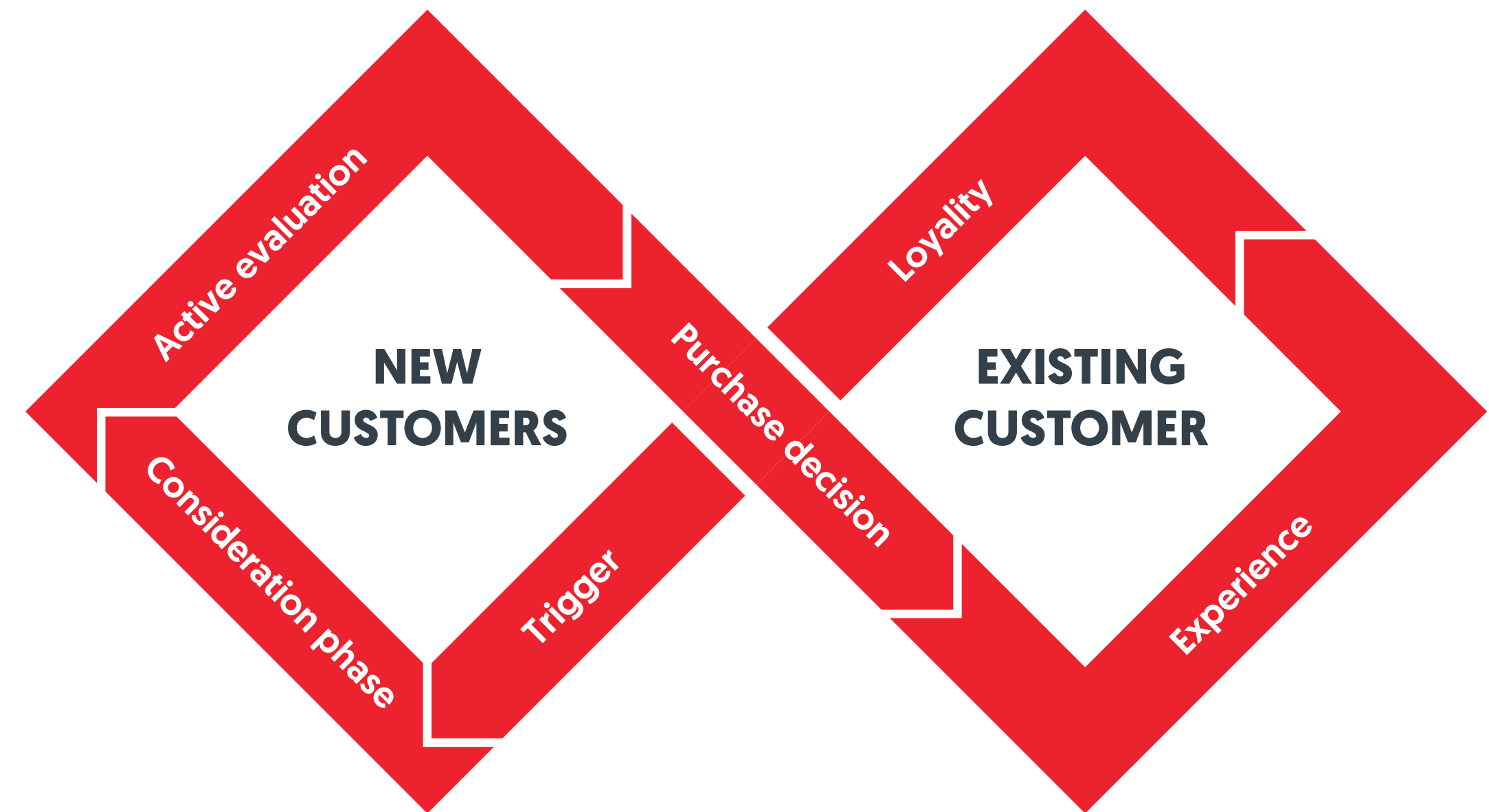
GAIN DATA AND INSIGHTS ABOUT USERS.

Gather extremely valuable first party data about customers, their preferences and usage behavior.



CUSTOMER JOURNEY.

Thanks to the platform, you can specifically target each individual member with marketing measures at the touchpoints and increase the conversion rate.



Grow customer awareness through online content.



Create touchpoints through the platform and online as well as offline channels.



Increase sales for services.



Get in touch with new potential customers and engage with them online as well as offline.



Get customer behavior insights through first party data. Create loyalty programs to develop a long term relationship.

UNLIMITED POSSIBILITIES.

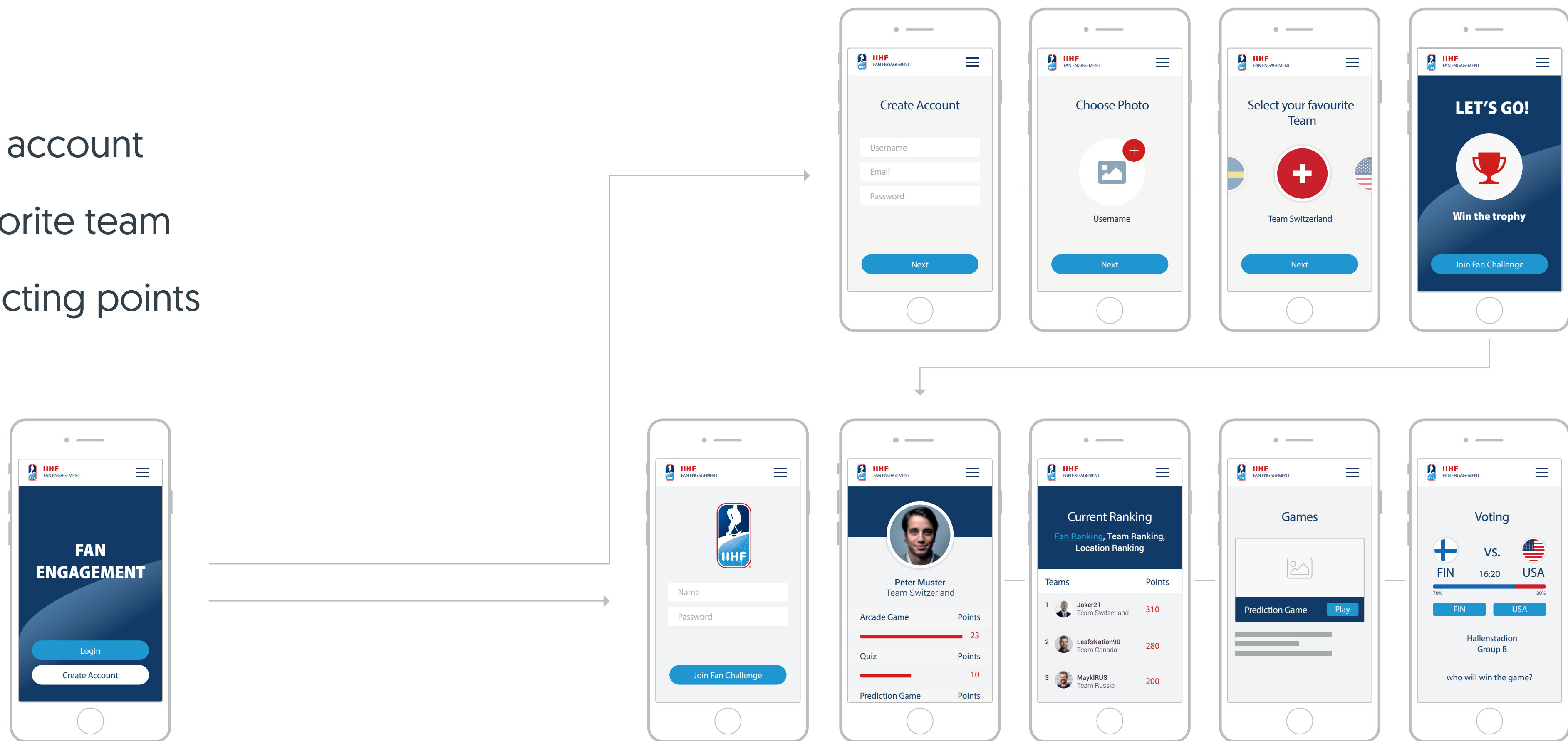
- ▶ Performance marketing
- ▶ Online games
- ▶ Community support
- ▶ Votings and quizzes
- ▶ Integrated webshop
- ▶ Reporting and data analysis
- ▶ Merchandising
- ▶ Video content
- ▶ Brand landingpages with one backend
- ▶ Social media content and support
- ▶ Surveys



EXAMPLE

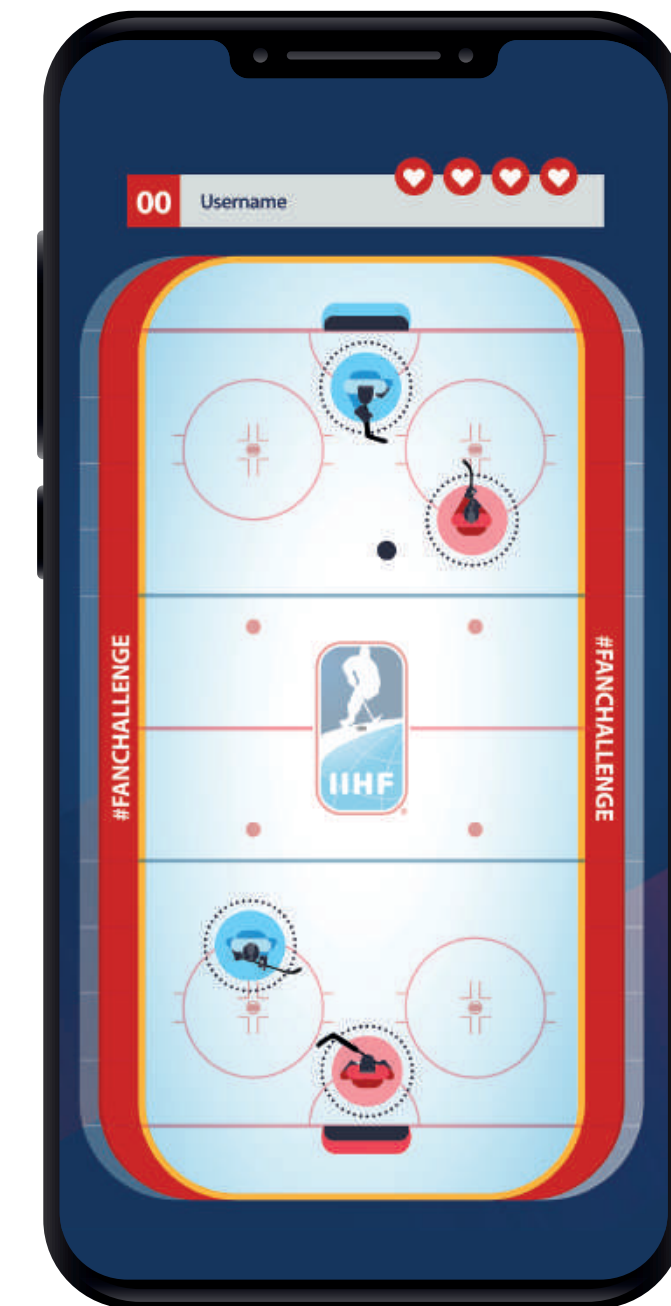
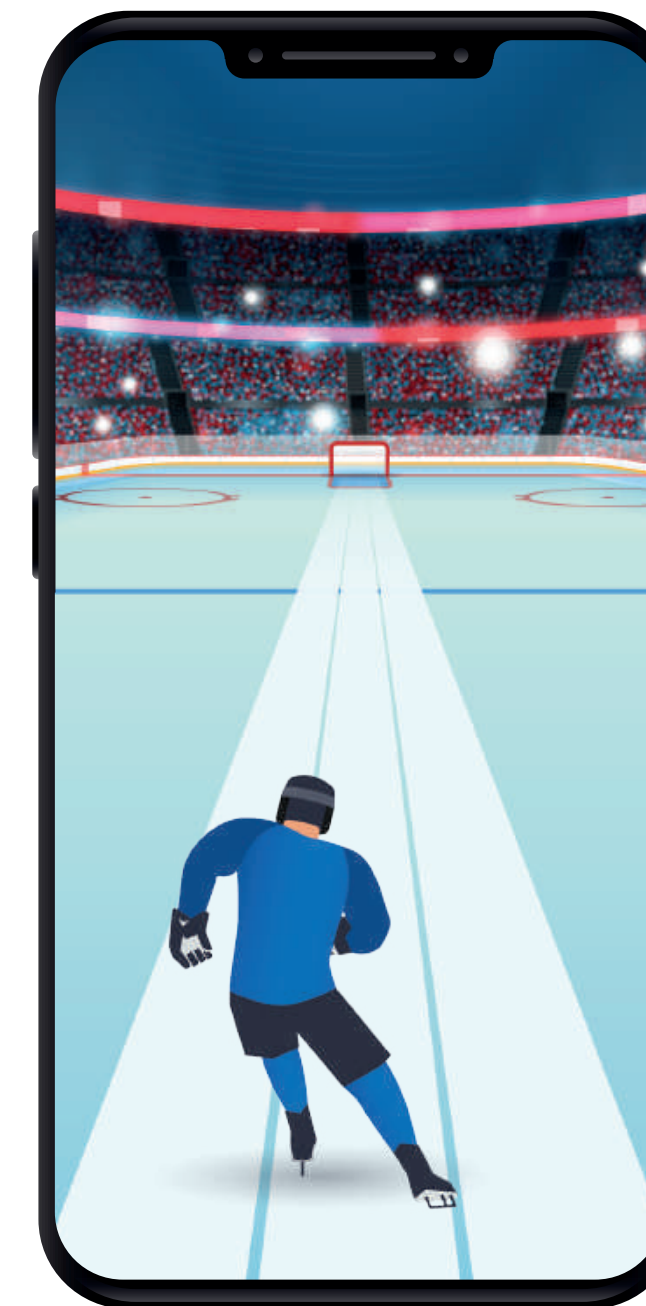
SIMPLE LOGIN PROCESS.

- ▶ Create an account
- ▶ Select favorite team
- ▶ Start collecting points

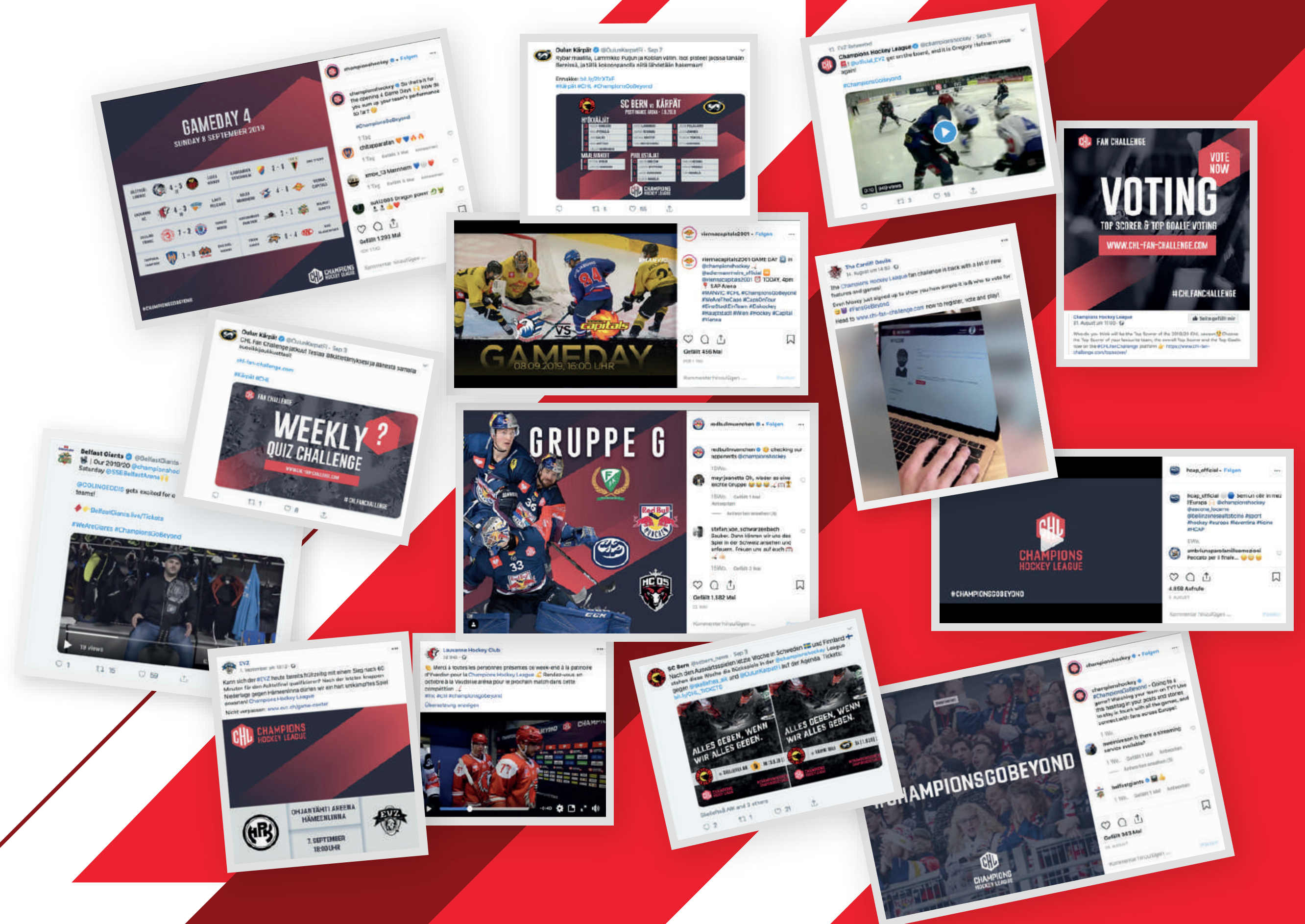


LIVE ARCADE GAMES.

- ▶ Bring in gamification to further enhance the IIHF experience
- ▶ Target new audience thanks to fun games and interaction



Provide your partners with predesigned content to leverage the potential of your platform.

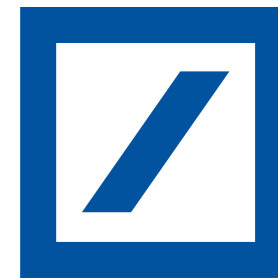


CUSTOMIZE THE COMMUNITY ENGAGEMENT BASED ON CUSTOMER NEEDS.



IIHF

Platform for interaction between the stadiums and from home – second screen experience.



Deutsche Bank

Community platform for the payment system with customer experience.



FC Chelsea

Bringing global community to one platform with personalized content.

One platform for all brands for a new customer experience and a sustainable activation of all marketing activities.

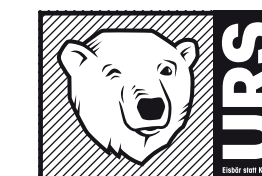


Michel

Passaia

Liqit
Michel

Michel
PURE TASTE



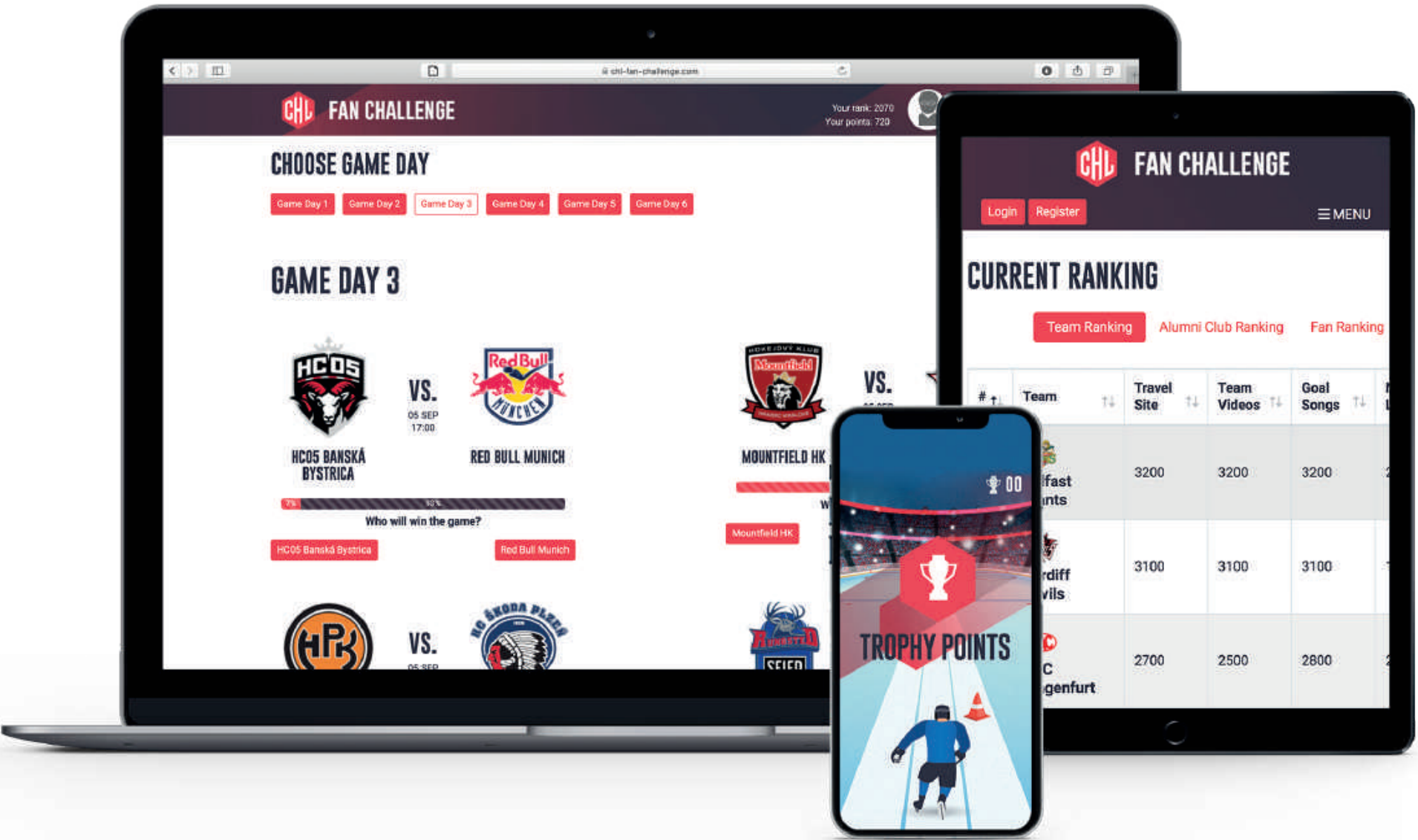
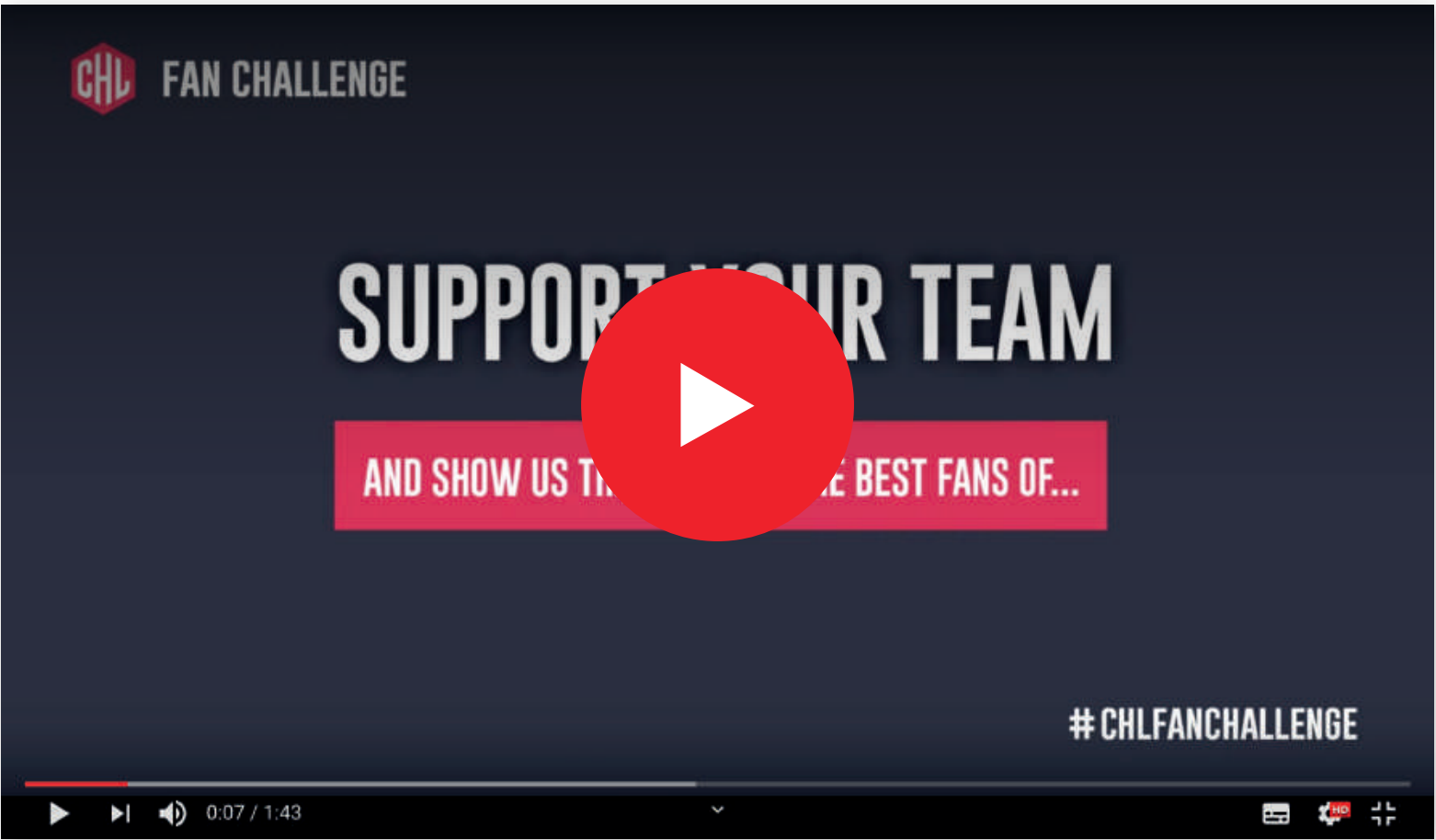
eau & moi



IT IS NOT ONLY A DREAM
– IT IS ALREADY REALITY!



Try it out on www.chl-fan-challenge.com



TESTIMONIALS.



Satisfied fans, pioneering role, more interactions, increased cooperation with the clubs, new marketing opportunities – the fan challenge developed by GLA United was a win for us in every respect.



Martin Bauman,
CEO Champions Hockey League



In order to meet the exact needs of the fans when marketing the biggest sport-event in Switzerland, you need a well-connected partner with a huge know-how. We rely on GLA United.



Freddy Trütsch,
Head of Communications ESAF



Through the unique, creative content that GLA United produces for us, we were able to significantly increase the fan interaction rate.



Marisa Boog,
PR & Communications Manager EVZ



At GLA United there is no beating about the bush. Customer ideas are either implemented directly or rejected based on facts.



Ueli Reichlin,
Sales Manager Hummel

Further clients:



GLAEngagement

ARE YOU READY TO ENGAGE WITH YOUR CUSTOMERS ON A HIGHER LEVEL?

GLA United

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