



Press release



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Qualifio and Tifosi are teaming up to enrich the world of sport with data

From summer 2021, [Qualifio](#), the Belgian interactive marketing and data collection SaaS platform, and [Tifosi](#), the customer data platform specifically designed for sports clubs, will be collaborating to provide Belgian professional sport organisations with a tailor-made data collection solution, thanks to native technical integrations and a joint marketing plan. OHL is the first pilot project of this common approach.

FANS AT THE HEART OF SPORT

At the heart of all sporting organisations lie the fans, and these bodies are increasingly putting actions in place to offer them a personalised experience. In 2021, sports clubs, and in particular football clubs, are still struggling to make the most out of the data they have at their disposal and to reach new fans. In order to solve this problem encountered by many sports organisations, Qualifio and Tifosi are teaming up to offer them a tailor-made data collection solution.



Maintaining and improving their relationship with their fans is a key element of sports clubs' marketing strategy - this is especially true following the recent sanitary crisis that meant that stadiums remained empty for a whole season. The joint use of the Qualifio and Tifosi platforms allows sporting clubs and federations to personalise their interactions with their fans, thanks to a better understanding of the data at their disposal.

COMPLEMENTARY PLATFORMS

This alliance between two major players in the Belgian digital entrepreneurial scene, with a broad combined experience in the sports sector, will result in a close collaboration, both on the level of a shared marketing plan (that will involve a webinar, blog articles and a white paper on the influence of data in the world of sports), and on a technical level: Qualifio has developed an automatic push of the data collected by its platform to Tifosi.

Thomas Janssens, Sales Manager at Qualifio, explains: *"The idea behind this collaboration between Qualifio and Tifosi is to provide Belgian sporting bodies with a complete solution that is ready to use, easy to set up, with no heavy technical input needed, and that is fan-oriented."*

FIRST CUSTOMER CASE

The two platforms, that both have OHL (Pro League football club, Oud Heverlee Leuven) as their first reference case, plan to collaborate on several projects with other clubs and sporting organisations in Belgium in the coming months.

For their collaboration with OHL, Tifosi and Qualifio wanted to target several of the club's objectives: to strengthen their relationship with their fans and to offer them more club-related experiences, by engaging with them before and after the games; a segmentation of their fans in order to offer them a tailor-made customer journey; to improve the club's operational activities, including a better management of the stocks in the stadium catering outlets on match day; and to increase the return on investment of the club's sponsors and partners, thanks to cross-data collection.



About Tifosi

[Tifosi](https://tifosi.be/) is a customer data platform built for sports. Their platform automatically centralises all their customers' operational, transactional and behavioural data, providing them with a clear overview of the results of all their activities. Data visualisation enables them to analyse their data easily and efficiently, and to draw the necessary conclusions to move forward with their marketing strategy. Tifosi is part of the "Cronos Groep" that has 7000 employees who work for 450 companies, and has their headquarters in Kontich, Belgium.

For more information : <https://tifosi.be/>

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About Qualifio

[Qualifio](https://qualifio.com) is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing. Qualifio users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. The platform enables B2C brands and media companies to engage with their online communities, and is used by over 400 companies in Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, and is considered as one of the fastest growing technology companies in Belgium.

Their customers include: Paris Saint Germain, RSCA Anderlecht, LOSC, and Valencia CF, as well as Purina, Dixons Carphone, DPG Media Services, D'Ieteren, Delhaize, Unilever, Nestlé and L'Oréal.

With headquarters in Louvain-la-Neuve in Belgium, Qualifio also has offices in France, the Netherlands and Spain.

For more information: <https://qualifio.com>

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