

TopFan used CleverTap’s push marketing campaigns to capture Denver Broncos’s fans attention and enhance user engagement, resulting in **increased conversion rates up to 15%**



Top Fan - Denver Broncos

The Denver Broncos, the American football team, and three-time Super Bowl Champions needs no introduction. TopFan, the US-based fan apps creator and a trusted partner to top sports and entertainment celebrities, developed Denver Broncos’s fan app to share compelling content with their fan community and better monetize their ever-growing user base.

Challenge

Increase fan engagement and better monetize their channels for increasing ticket and merchandise sales

The Denver Broncos organization wanted to capitalize on the team’s recent Super Bowl victory and build fan engagement. The team launched the app to offer fans exclusive access to their favorite players and increase ticket and merchandise sales.

Solution

Clever Campaigns

Using CleverTap, TopFan set up push notification campaigns to engage users with team polls, trivia quizzes and offer promotional ticket giveaways to capture fan attention and keep them coming to the app.

Key Results

15%

Conversion Rate Increase

The successful push campaigns captured fans attention and increased content engagement by 15%

