

Brevo x



How does PSG use push notifications to recruit and engage subscribers?

About Paris Saint-Germain Club

Founded in **1970**

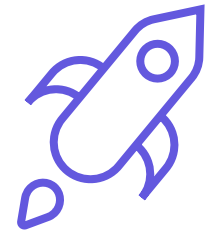
1st French Ligue 1 club

Three teams: **Football, Handball and Women's**

By May 2023 & in just ten years, the men's team will have won 30 titles, putting them in pole position among the most successful clubs on the national stage.



Paris Saint-Germain club objectives



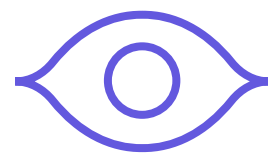
Increase its audience and **effectively re-engage its fans**



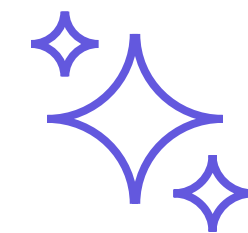
Interact in real time with all mobile application and website subscribers



Provide offers and services to its privileged customers and work on a **more personalised relationship**



Increase the club's **visibility**



Boost sales

**How does Paris
Saint-Germain use
push notifications?**



Many users are opt-in to push

When users browse the PSG website, they receive a message asking them to sign up for notifications to keep up to date with PSG news and offers. They become 'subscribers', with the option of unsubscribing at any time.

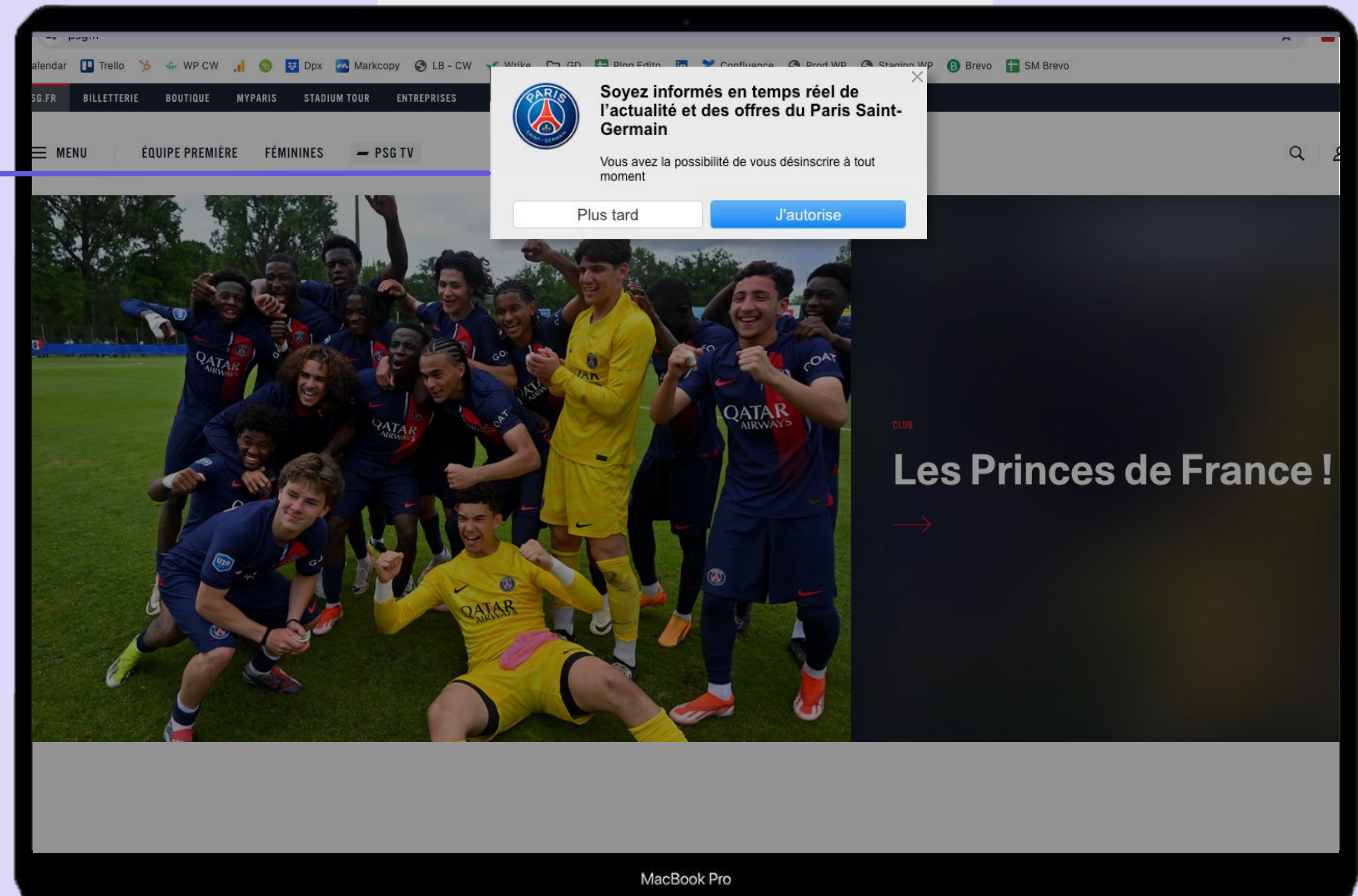
10%
opt-in rate



Be informed in real time of the latest news and offers from paris saint germain
you can unsubscribe at any time

At a later date

I authorise



PSG effectively increases and re-engages its audience thanks to push notifications

How?

Through alert-type messages that are displayed instantly **without the subscriber having to visit the application or website.**



80%
of subscribers have at least clicked on a campaign

Who is the audience?

Only opt-in users

All mobile and desktop platforms

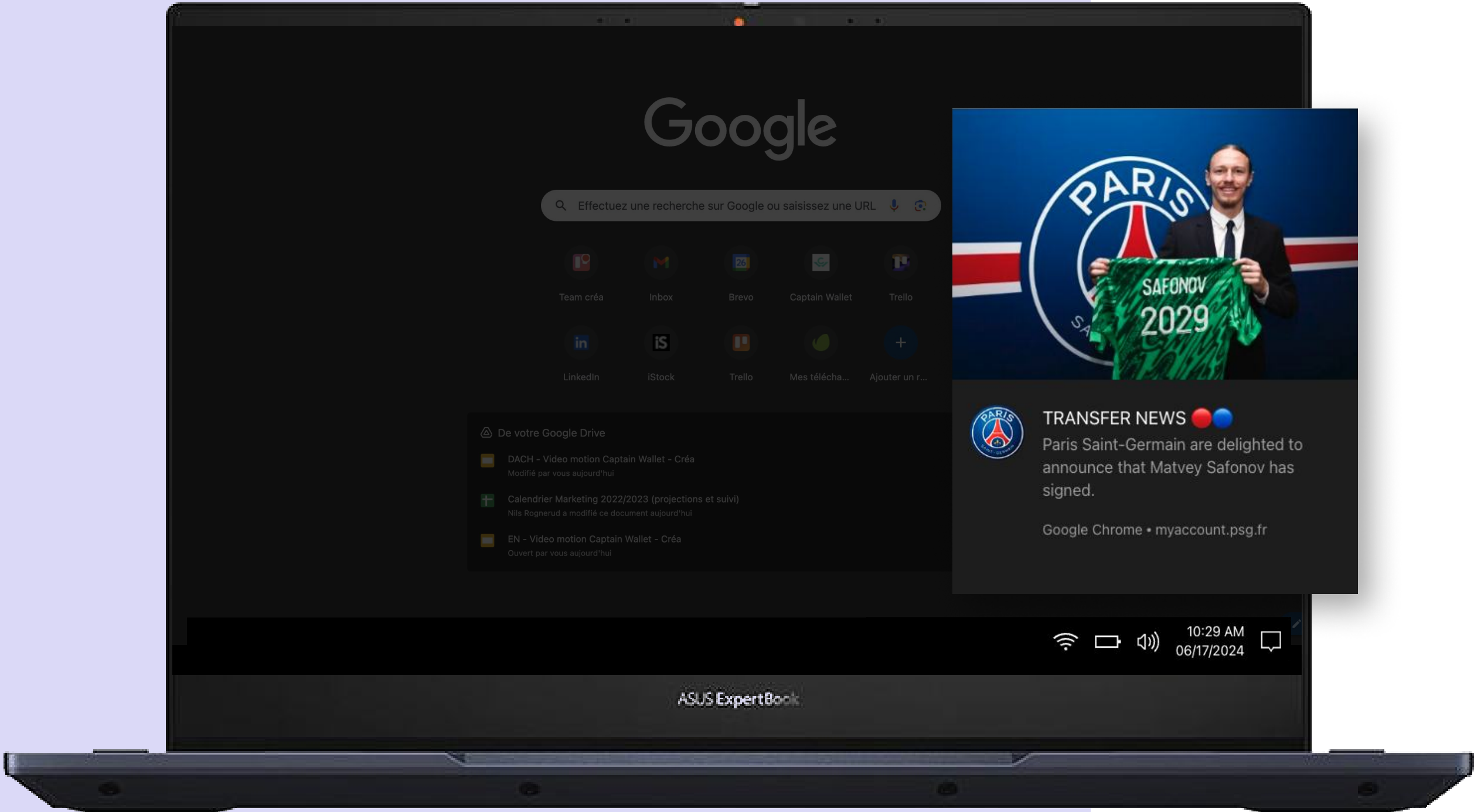
Users can remain anonymous

RGPD compliant: no cookies, no IP address

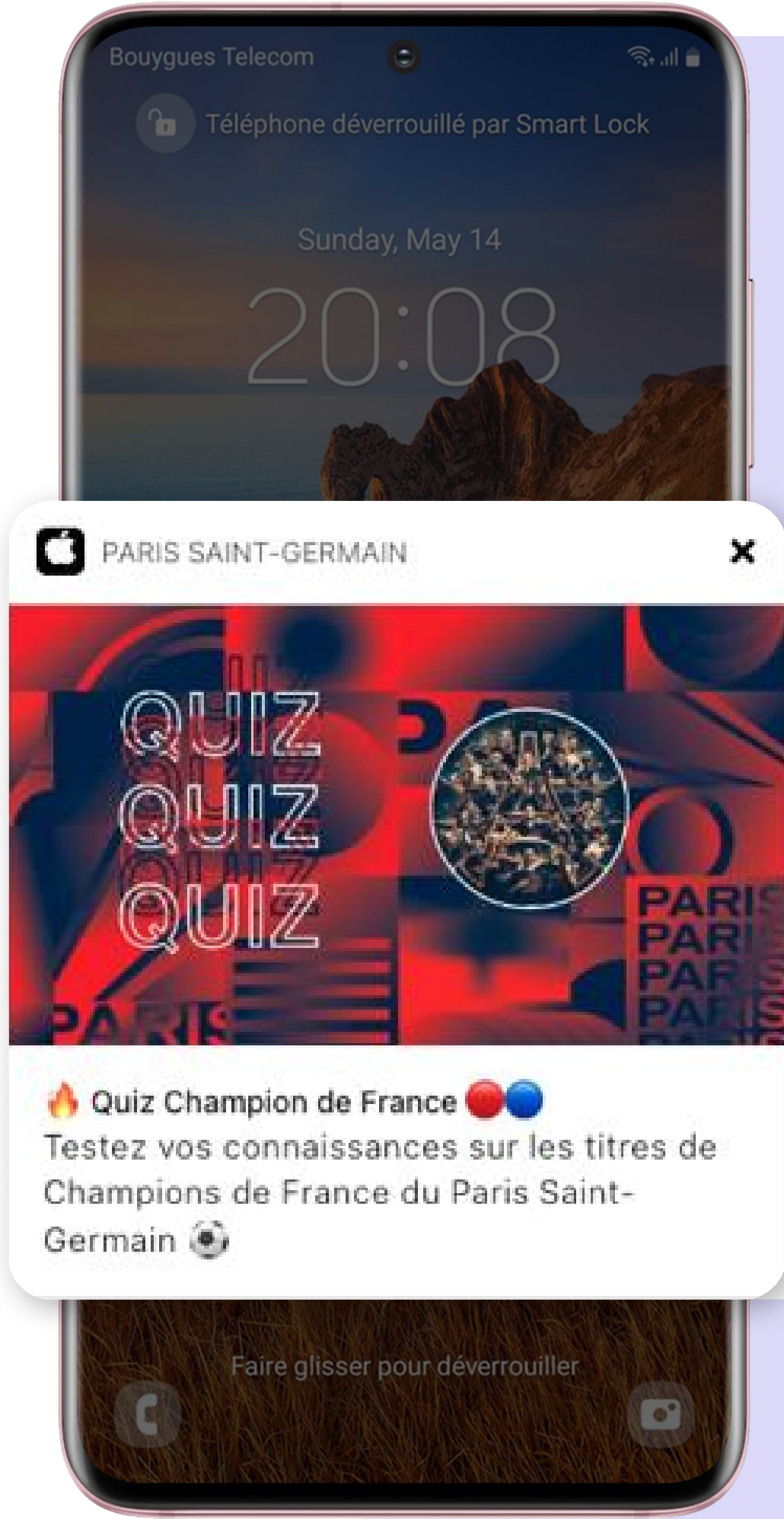
Formats to suit all media

Web display

Windows, Mac and Linux desktops.



Mobile display



Android and iOS mobile phones

Champion of france quiz
Test your knowledge of paris saint germain's french league titles

PSG diversifies its audience with targeted notifications based on the subscriber's language

PSG is configuring its language variants in a single campaign. Different content is automatically distributed according to the language of its subscribers.

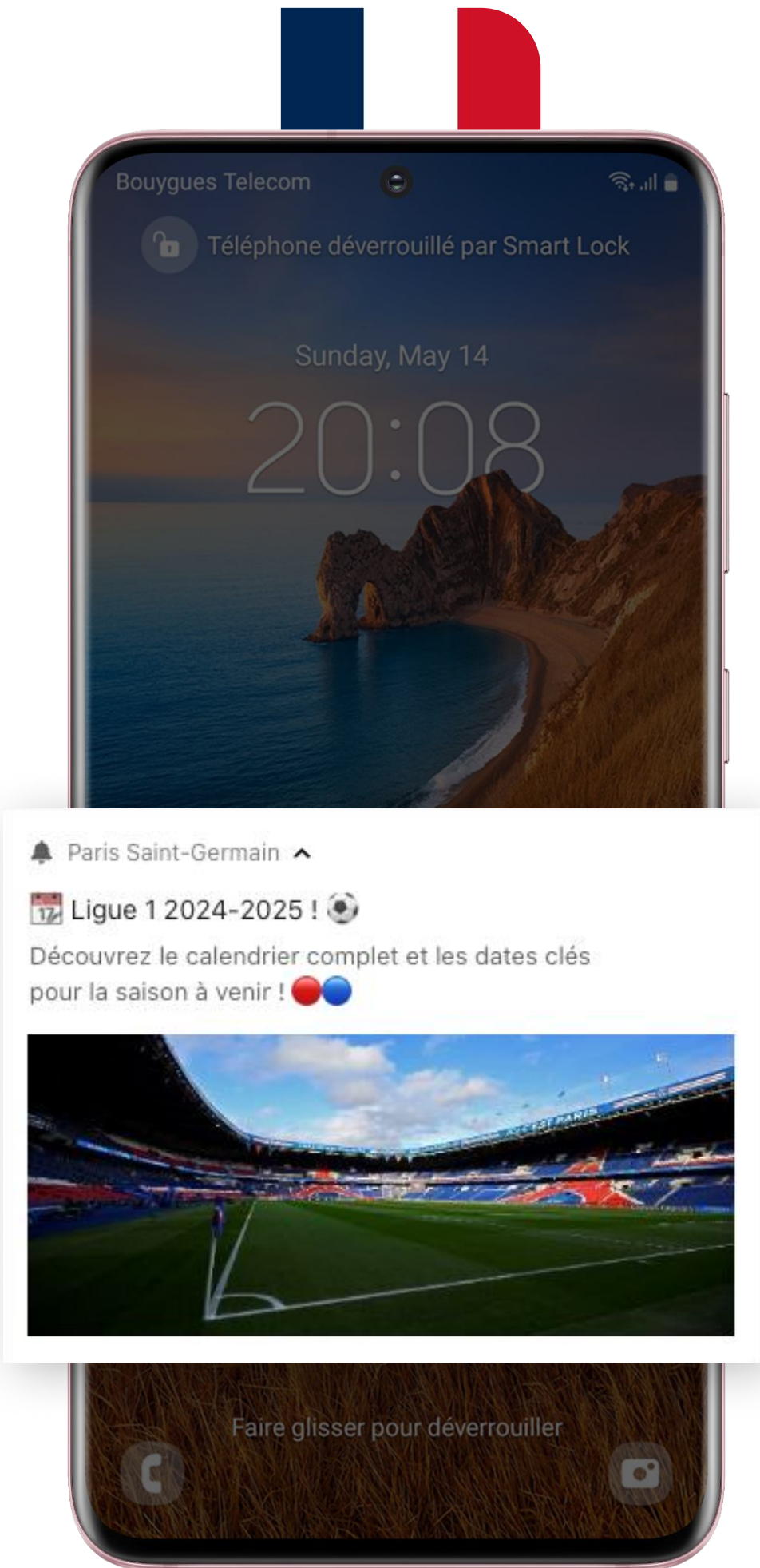
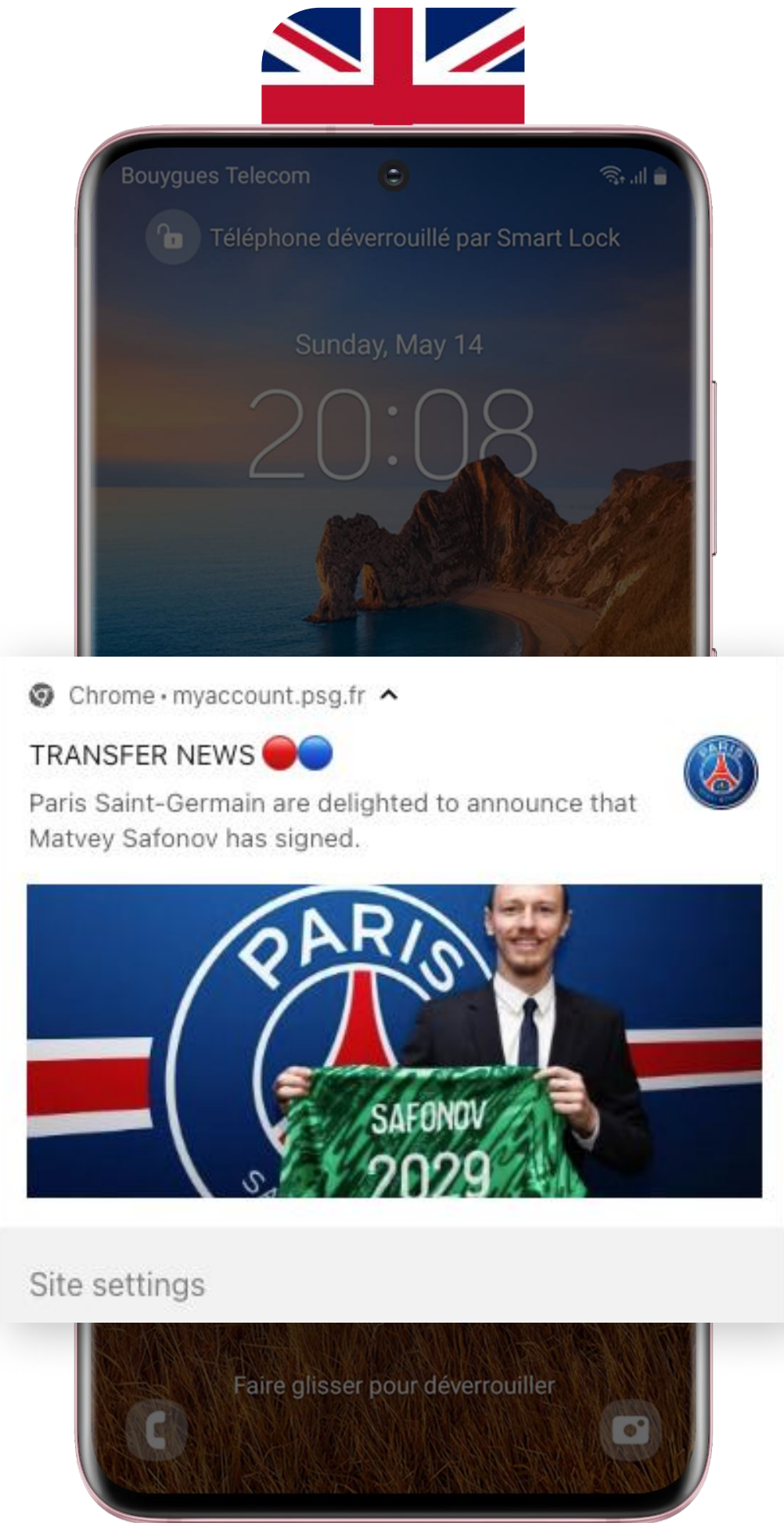
Objective

- Recruit new supporters
- Personalise messages according to target audiences

Results

4,4%

CTR



Paris Saint-Germain

Ligue 1 2024-2025

Discover the full calendar and key dates for the coming season!

PSG provides key match information

PSG informs its fans on the composition of matches, highlights, team news, focus on players, opening of ticket sales...

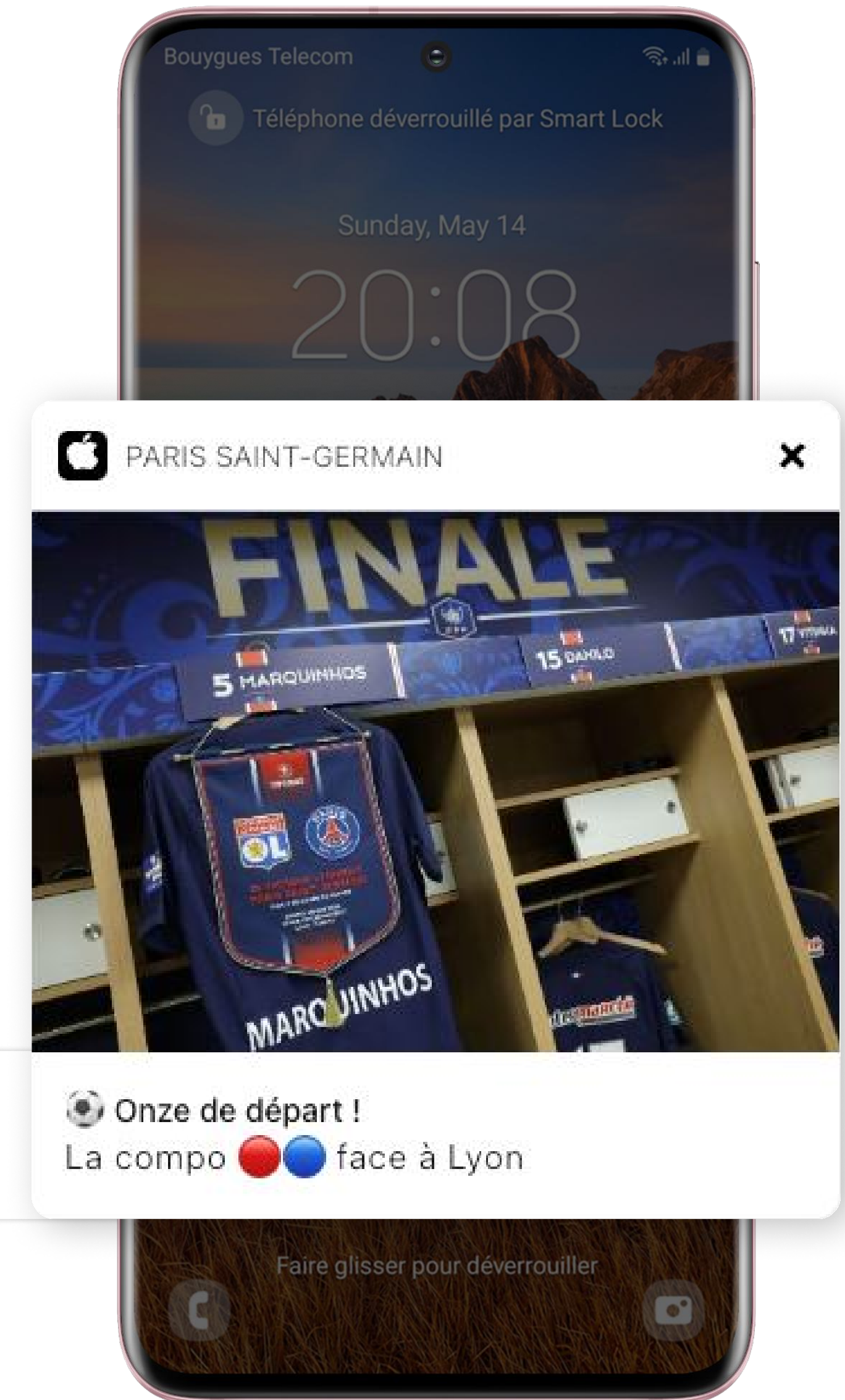
Objective

Communicate on match highlights

Inform fans about their favourite team

Results

20%
CTR



PSG engages its users with fun formats

PSG is targeting its subscribers and those specifically involved in the MyParis fan club, offering them the chance to test their knowledge of football via a quiz.

Objective

- Engage its audience via a format that appeals
- Create a personalised relationship with supporters
- Keep subscribers coming back to the club's website

Results

9%
CTR

🔥 **Champion of france quiz** 🇫🇷🇵🇷
Test your knowledge of...



PSG informs its audience in real time: exclusive feature

This content is visible on the **lock screen** and in the **dynamic mobile island**. This enables users to be targeted even when they are not in the application.

PSG can inform its fans in real time about the score of a match, for example.

Objective

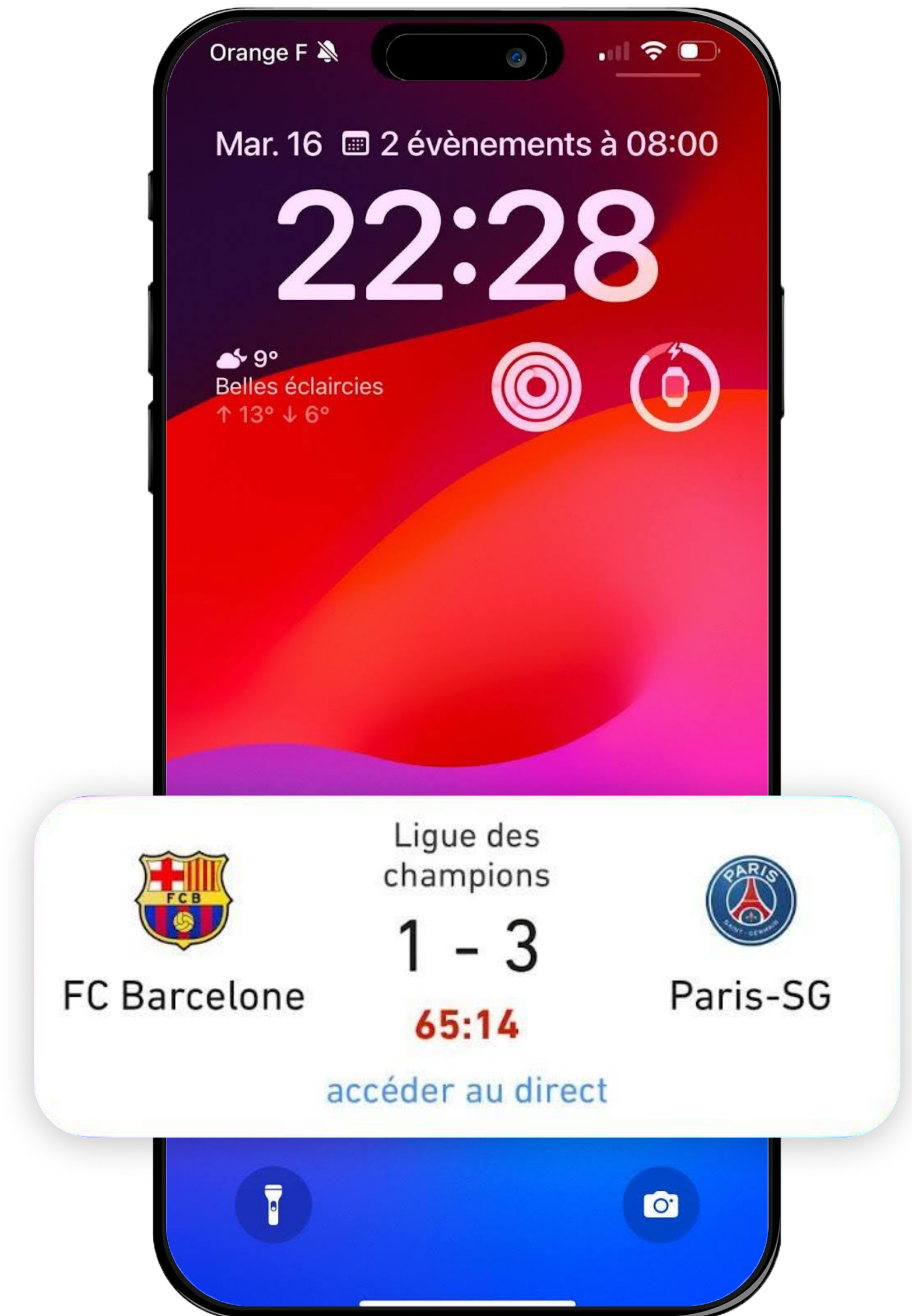
Communicate match highlights **in real time** directly on the iOS lock screen.

Keep subscribers coming back to the app

Results

50%

of subscribers return to the app



Brevo

More connections, more conversions

Choose push notifications to stay close to your customers and boost their engagement.

[Contact us](#)

