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RDS generated a **2.5X increase in registrations** with a new approach to live events

THE CLIENT

Réseau des sports (RDS) is a leading French sports speciality website that's owned by Bell Media.

RDS

THE CHALLENGE

RDS has a well established user community, but Marc-Andre Nobert, Interactive Media Supervisor, and his team wanted to level up the live events strategy to harness fan engagement, grow user loyalty, and gain deeper data insights.

For live events such as the NHL draft lottery, RDS typically hosts a live-stream. While this generates high volumes of web traffic, Marc-Andre wanted to provide a more immersive experience to encourage engagement and improve metrics like time on page and registrations, while further strengthening the sense of community.

> Viafoura provides us with an unprecedented data set that's far more granular than the typical web analytics like number of comments and pageviews. It's really impressive, and there are so many exciting possibilities for how we can action this information.
>
> — **Marc-Andre Nobert**
> Interactive Media Supervisor, RDS

THE SOLUTION

Marc-Andre turned to his partners at Viafoura to implement two critical elements to the live events experience, which were piloted during the NHL draft lottery in May: Live Blog and Community Chat.

Below the live-stream, Viafoura's Live Blog was used to ingest relevant social media content from RDS accounts, RDS experts and other contributors, providing additional commentary.

Meanwhile, Viafoura's Community Chat gave users a second screen experience which provided a forum for fans to have real-time conversations about their reactions to what was happening. For users to post, reply or like a comment in Community Chat, they were prompted to register and/or log in. With RDS's low-friction conversion process, it was easy for users to register and for Marc-Andre's team to gather insightful data on the increased registrations.

During the NHL draft lottery, Viafoura's Community Chat drove over 500 engagement activities. Instead of passively consuming the story, fans were empowered to contribute to it. RDS successfully enriched the fan experience by giving users the opportunity to interact with each other and reporters to foster meaningful connections.

Because of its tremendous success, this strategy will be used for all live events at RDS going forward. Marc-Andre's team will leverage the data to further segment the user profiles, analyze the intent data, and increase personalization and ad revenue.

*Results compare the Live Event page for the NHL draft lottery to the rest of the site on the same day at the same time.

RESULTS*

385% **increase** in comments

7^x **increase** in time spent in comments

2.5^x **more** registrations

64% **more** unique commenters

121% more unique views

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