

FC Bayern Munich goes mobile first with Hippo

With the launch of its [new online-platform](#) the world famous German football club, FC Bayern Munich, has set new standards when it comes to user experience and user friendliness.

When FC Bayern began shaping their new digital strategy, they knew that more than half of all traffic to their online-platform came from mobile devices. With help from Hippo Gold Partner, [diva-e](#), Bayern Munich set out to create, shape, and realize a mobile first platform. This meant that along with shaping the website with responsive design, all elements on the individual webpages were optimized for smartphone and tablet use.

Tailored CMS for the best digital football experience

To enable FC Bayern Munich to offer fans around the world a tailor-made digital experience, diva-e developed customizations to the Hippo platform to cater to Bayern Munich's specific needs. During the customization, development effort went into a scalable and customizable content model.

The international editorial team at FC Bayern Munich now benefits from an integrated translation workflow within the new platform, which allows global teams to work cohesively in multiple languages, as well as component and feed based configuration options for websites and other channels. Because of this, websites and mobile apps can be built and configured in a modular way, supporting a truly mobile-first strategy that goes beyond responsive design. Thanks to the connection between the Hippo platform and video streaming platform Kaltura, it's also possible to integrate video content into the fan experience, including live streams. To ensure that the integrated video content is utilized, editors are notified automatically when a new video is added to the system.

Additional features include mobile push notifications sent directly from the platform and a modified editor for live and event registrations. Social Media content from a variety of channels can be integrated in all pieces of content that were created within the CMS.

Bayern Munich and diva-e set for long-term partnership

Stefan Mennerich, director of Digital & Communication at FC Bayern Munich, states that the brand is very happy with the implementation and the success of the new online platform. Since the launch in mid August (just in time for the start of the new Bundesliga season) the platform has shown high stability and performance. Mennerich underlined how important the collaboration with diva-e has been to the project, “With diva-e we found an ideal partner who was able to execute the ambitious project goals that went along with the conceptualization, structuring and realization of our new online platform with high engagement and in a sportsmanlike pace. We’re looking forward to further develop our digital future together with diva-e.”

Continuing with the momentum of the successful new launch, FC Bayern is focusing on contextualization and personalization of digital services and experiences as the top priorities for creating the best fan experience.

ABOUT BLOOMREACH

BloomReach drives customer experience to accelerate the path to conversion, increase revenue, and generate customer loyalty. In 2016, BloomReach acquired the Amsterdam-based content management software company Hippo. With applications for content management, site search, page management, SEO optimization and role-based analytics, BloomReach is a central location for all players who manage customer experience to come together and intelligently drive business outcomes.



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