



Borussia Dortmund

Customer Success Story



Borussia Dortmund (BVB) is a professional German football club in the Bundesliga. With more than 130,000 members, BVB is the third largest sports club by membership in Germany. It has won eight German championships, one UEFA Champions League, one Intercontinental Cup and many other titles. BVB characterizes its team and its brand with four words as bold as the yellow in its uniforms: intensity, authenticity, cohesion and ambition. With 3.5 million followers on Twitter and 15 million likes on Facebook, BVB has a larger following on social media than any major American football team.

BVB's website is a cornerstone to its audience engagement strategy but the football club has plenty in store for its fans. BVB also launched interactive, content-rich iOS and Android apps where supporters can check match play, read the latest team and player news, buy gear and more. BVB uses eZ's repository and APIs to feed content to the apps. This enables BVB to deliver a high volume of fresh new content to mobile users every day without putting additional burden on editors to create and publish content on an additional system.

“One of the reasons BVB was drawn to eZ Platform in the first place was the flexibility the system provides for content reuse,” said David Görge, BVB's Head of New Media. “With eZ we can repackage our content and deliver it across channels and platforms, which makes us more efficient and allows us to provide rich content to our fans, wherever and however they engage with the BVB brand.”

Our editors are able to manage content on landing pages without help from IT.

David Görge BVB's Head of New Media/CRM

Challenges

BVB was looking for a secure content management platform that would provide its developers with a flexible foundation they could easily extend with new features and functionality. They had their sights set on serving users across devices, and they wanted editors to be able to create and update landing pages easily, without burdening IT.

Summary

Agency Die Etagen helped BVB transform the site's front-end design, providing a more intuitive navigation, a modern design and engaging imagery for first-time visitors and dedicated fans alike.

Business Benefits and ROI

- BVB is able to handle content from internal and external editors, and its IT team is free to create an unlimited number of users.
- Translators have direct access to publish their content without interfering with other parts of the site
- Editors can build and organize dynamic content on landing pages by themselves