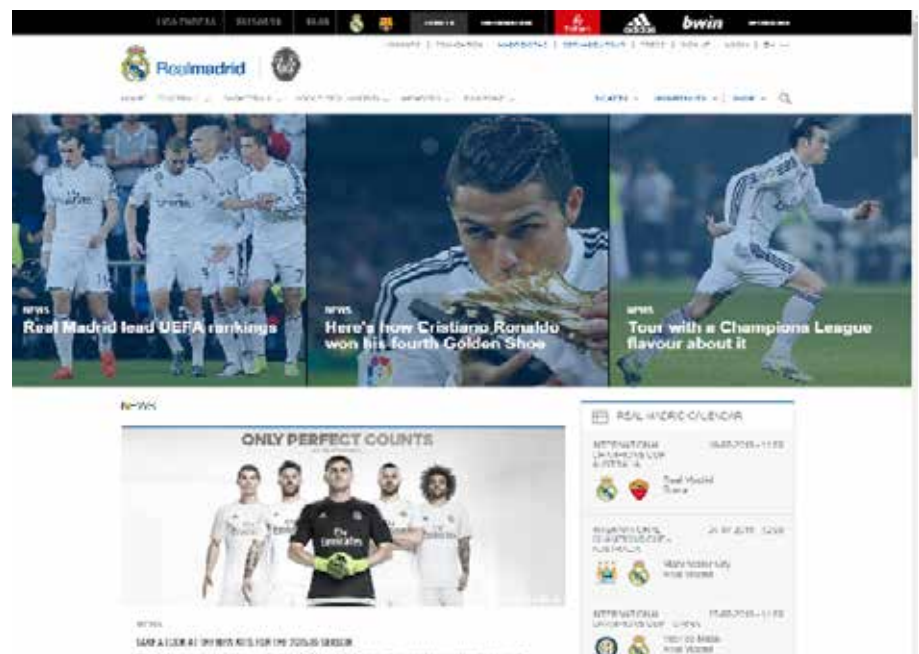# NEW REAL MADRID C.F. OFFICIAL PORTAL

350 MILLION PAGES VISITED ANNUALLY FROM 230 COUNTRIES

Context

Information centralized in a single portal

Real Madrid is one of the most popular soccer teams in the world, with countless fans across the globe. For this reason, Real Madrid is one of the most valuable sports entities in the market, and it has led the ranking of the world's richest clubs for several years in a row.

The club wished to unify all of its portals in a single location where all information for its fans could be centralized.

The main project milestones included, on one hand, updating the graphic interface adapted to navigation using mobile devices (Responsive Design) and, on the other, integrating all portals from other countries into a single platform, thereby enabling the centralized management of contents uploaded in the different portals and languages in which these are published.

COMPREHENSIVE PORTAL UPDATE IN COMPLIANCE WITH THE MOST DEMANDING STANDARDS

Adaptation to mobile devices

Indra has developed the entire webpage of Real Madrid (www.realmadrid.com), one of the most popular websites on the planet. The most advanced and interactive technology has been used. The website was developed with Oracle WebCenter Sites 11g: the current graphic line was integrated and new services were created to meet new navigation needs.

Tools to encourage visitor participation in the Real Madrid portal were included:

- Full portal update to offer new content and services in line with current standards.

- New and innovative graphic design adapted for viewing with mobile devices.

- Base platform to offer commercial support to all shops.

- Integration with current applications.

- Automatic content translation into the portal's eight languages.

- Integration with external content providers to add team statistics, players and live event broadcasting.

Realmadrid.com includes a private portal where members can access content. This portal permits the following processes:

- Requesting a change in season tickets.

- Financing payments.

- Members of household.

- Updating details.

- Transferring a seat.

- Ticket sweepstakes.

- Members-only advantages and promotions.

All information about the Club centralized in a single repository

- Centralization in a single repository of all information published in all international versions of the portal.

- Customization of the information published in each portal.

- Top positions in search engines.

- Tailor-made content management.

- Simple navigation with high information volume.

- Multilanguage: Spanish, English, French, Portuguese, Indonesian, Chinese, Japanese and Arabic (completely different structure).

- Messaging service to cell phones.

- Optimized for outdated browsers (dissemination in Latin America).

- Ready for expanding language versions.

124 million visits per year

- Over 124 million visits.
- Over 350 million page views annually worldwide.
- Particular relevance of visits from USA, South America and Asian countries.

- 97,000 members.
- 15,000,000 followers on Twitter.
- 1,321,658 visits on Facebook.

- 1,800,000 subscriptions to the YouTube channel.

Technology solutions for customer and content management

From the Indra Customer Experience Management center we help organizations make their customers' experiences unique and profitable, while helping them identify how to make these more efficient and memorable.

Based on the rollout and exploitation of proprietary and/or third-party technological solutions for portals, eCommerce, and content management, we help customers to improve:

Brand positioning: using reputation analysis in social networks, implementing websites with updated information with different stakeholders (customers, investors, suppliers, partners, communications media, etc.).
Online sales growth: through traffic attraction techniques (SEO, SEM, search engine marketing, content marketing, etc.), conversion increase techniques (Web

analytics, A/B testing, etc.), and the creation of online stores integrated with business processes.
Customer satisfaction: creating virtual offices where the customer has self-assistance, self-support, and self-service tools.

Indra