FEYENOORD ROTTERDAM



THE FEYENOORD MATCH CENTRE

MATTHIJS JOBSE

CUSTOMER INSIGHTS MARKETEER

- My first Feyenoord match: Feyenoord vs Ajax, 1994 (2-1)
- Master’s Degree in Marketing Management, focus on market research
- Work at Feyenoord since May 2022
- Lead for all research and insights across all non-football departments
- Turning supporter feedback and data into product improvements
- Mopinion is our tool for conducting in-app and website surveys



FEYENOORD

ACHIEVEMENTS



EREDIVISIE	JOHAN CRUIJFF SCHAAL	KNVB CUP	EUROPE CUP	UEFA CUP	WORLDCUP
16x	5x	14x	1x	2x	1x

2024 – TIME FOR A NEW APP



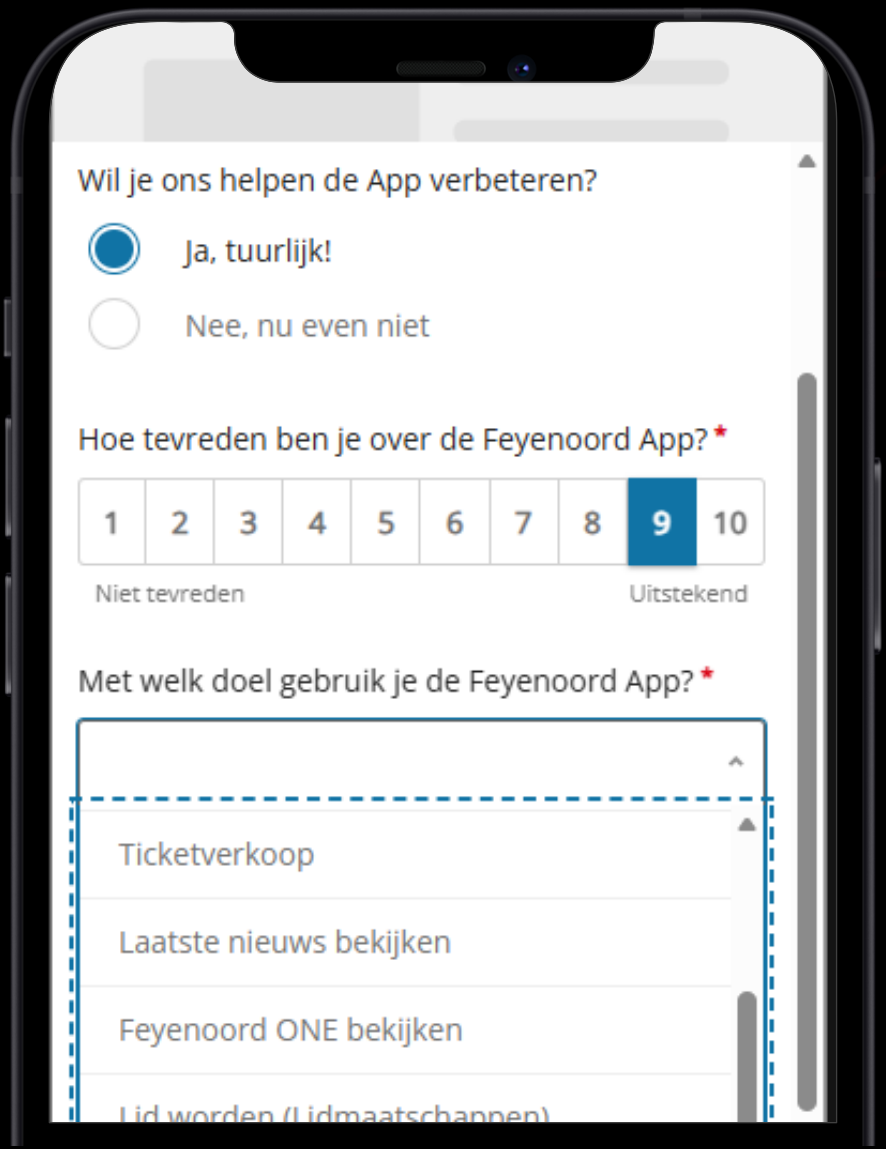




FEYENOORD'S DIGITAL ECOSYSTEM CONNECTS A GROWING SUPPORTER BASE

THE NEW FEYENOORD APP STARTS...WITH MOPINION!

POWERED BY INSIGHTS FROM 5,400 SUPPORTERS





LATEST NEWS, TICKETING & MATCH CENTRE DRIVE APP USAGE

MATCH CENTRE IS HIGHLY VALUED BUT FALLS SHORT OF USER EXPECTATIONS



MATCH CENTRE IS VERY IMPORTANT

- Main reasons for using app
  1. Latest news 32%
  2. Tickets 22%
  3. Match centre 22%



MATCH CENTRE: SIGNIFICANT ROOM FOR IMPROVEMENT

- Goal completion rate match centre 60%
- Satisfaction 7,7
- “Match center is not loading”
- “push notifications far too late”
- “Limited live match information”

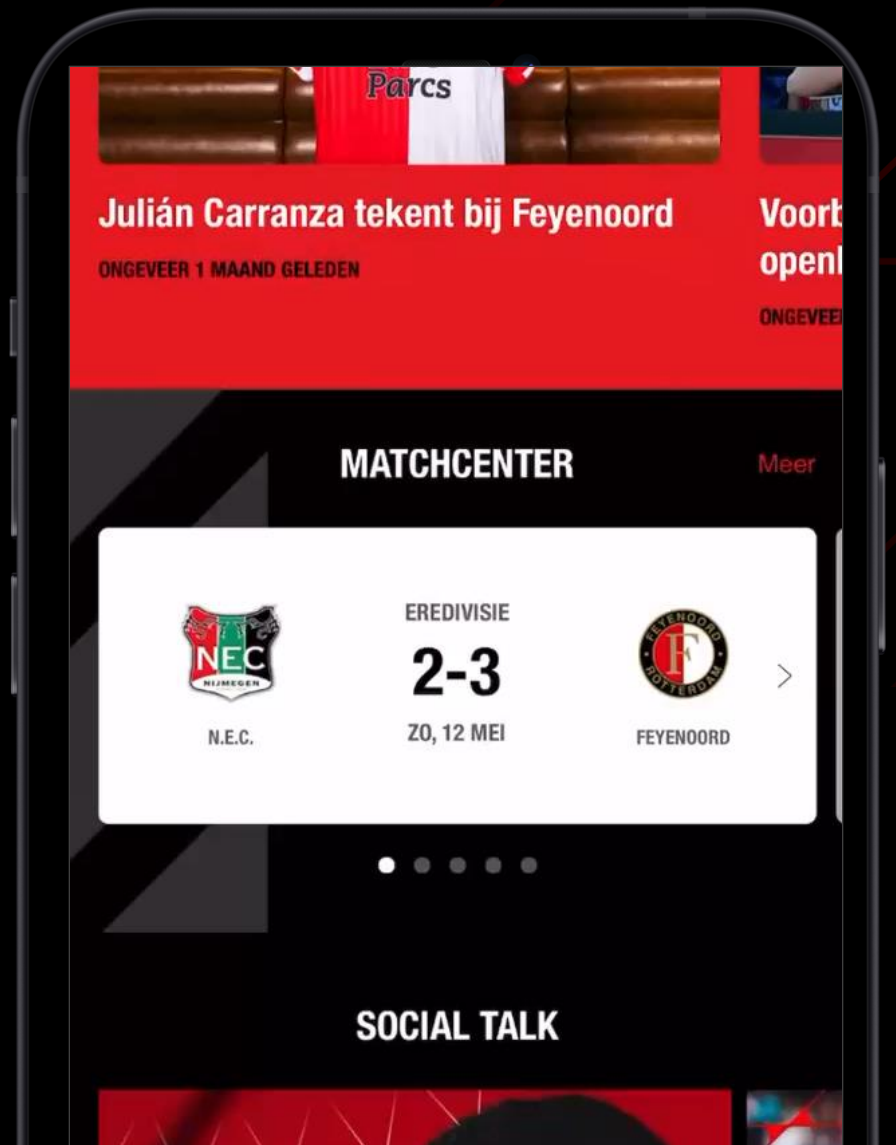


PLENTY OF COMPETITORS FOR MATCH CENTRE

- Our supporters turn to other apps for faster, real-time updates
- Other apps provide richer match coverage, more detailed statistics and a better live match experience.

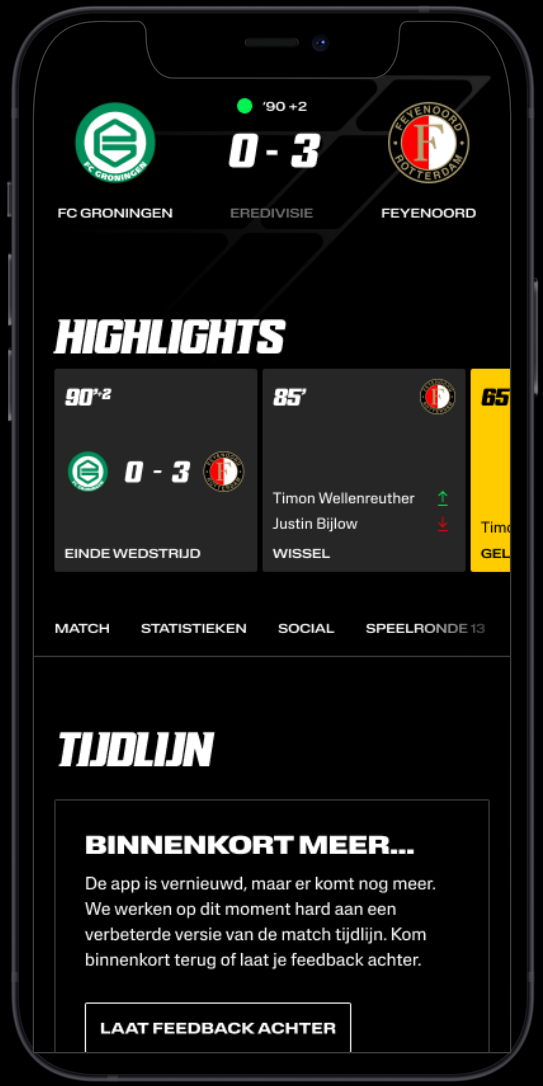
MATCHCENTER – AUGUST 2024

AT FIRST, MATCH CENTRE OFFERS ONLY BASIC MATCH INFORMATION

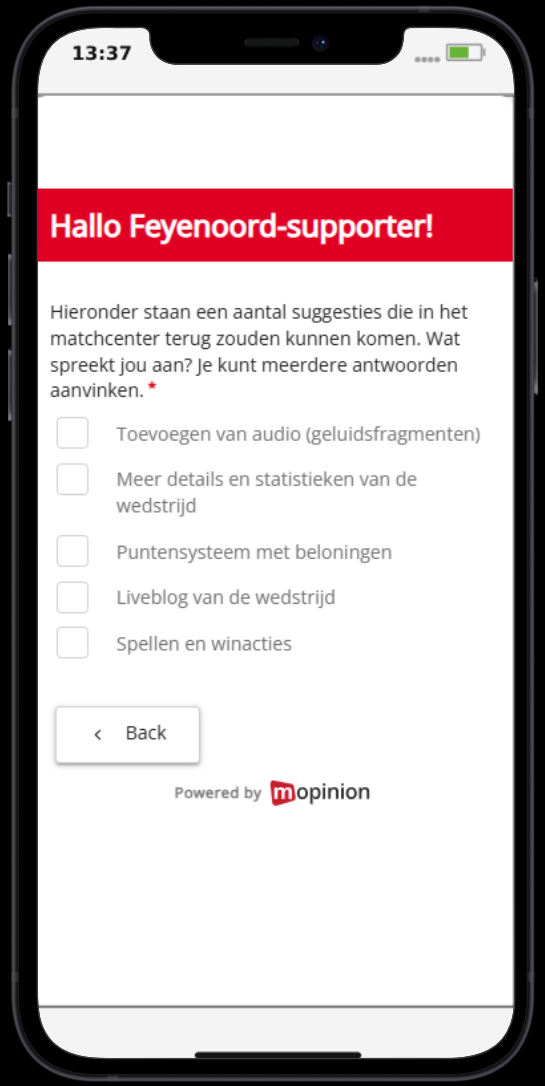


IDENTIFY SUPPORTERS' NEEDS AND EXPECTATIONS

MOPINION SURVEY IN OUR NEW MATCH CENTRE







REAL-TIME AUTOMATED PUSH NOTIFICATIONS

EXCLUSIVE CONTENT

TEST MANUAL AND AUTOMATED PUSH NOTIFICATIONS

FEYENOORD VS. N.E.C. 23 NOVEMBER 2025

14:32 UUR

KICK-OFF

manual

automated



FEYENOORD

15:21 UUR

GOAL 1-1 & HALF-TIME

manual

automated





FEYENOORD

16:17 UUR

2 – 3

manual

automated





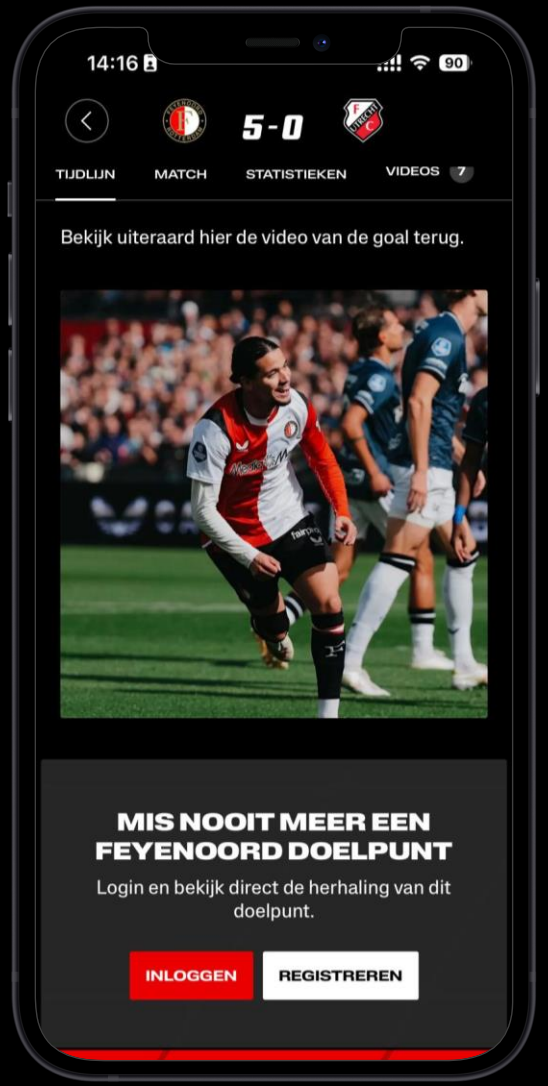
FEYENOORD

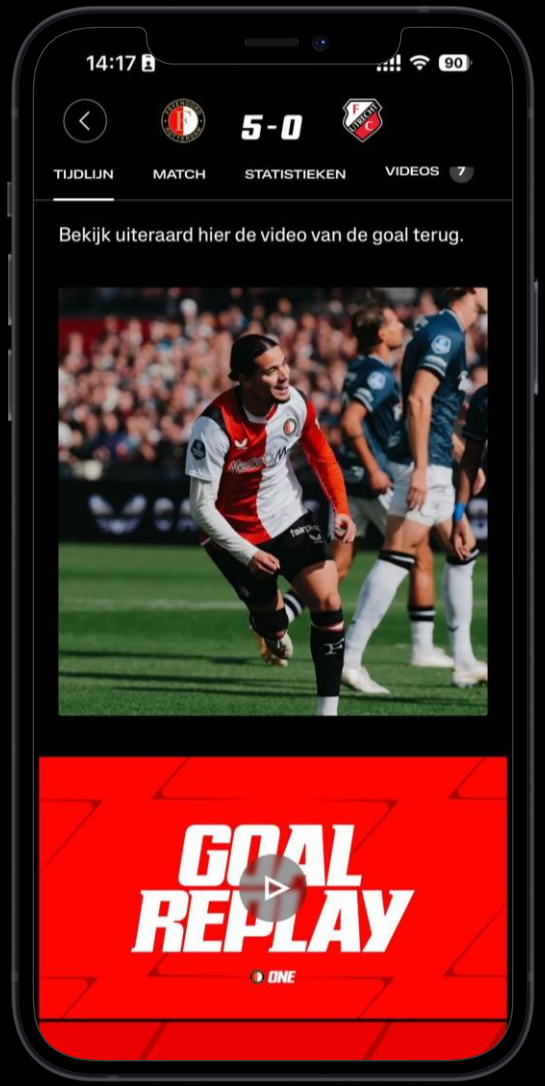
ADDING EXCLUSIVE CONTENT
—
GOAL REPLAY

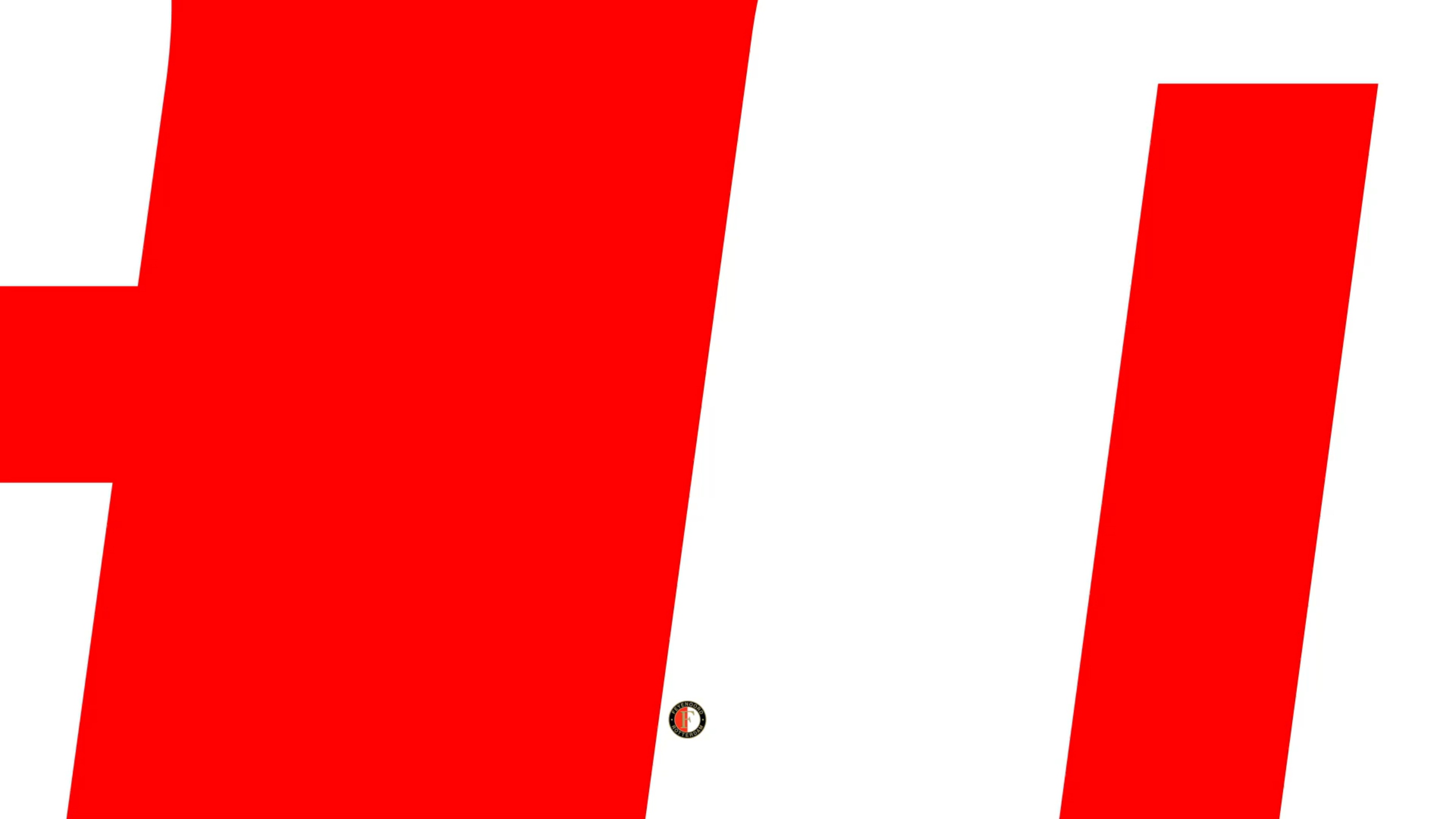
FIRST MATCH WITH GOAL REPLAY IN MATCH CENTRE

FC UTRECHT – FEYENOORD, FEBRUARY 8, 2026



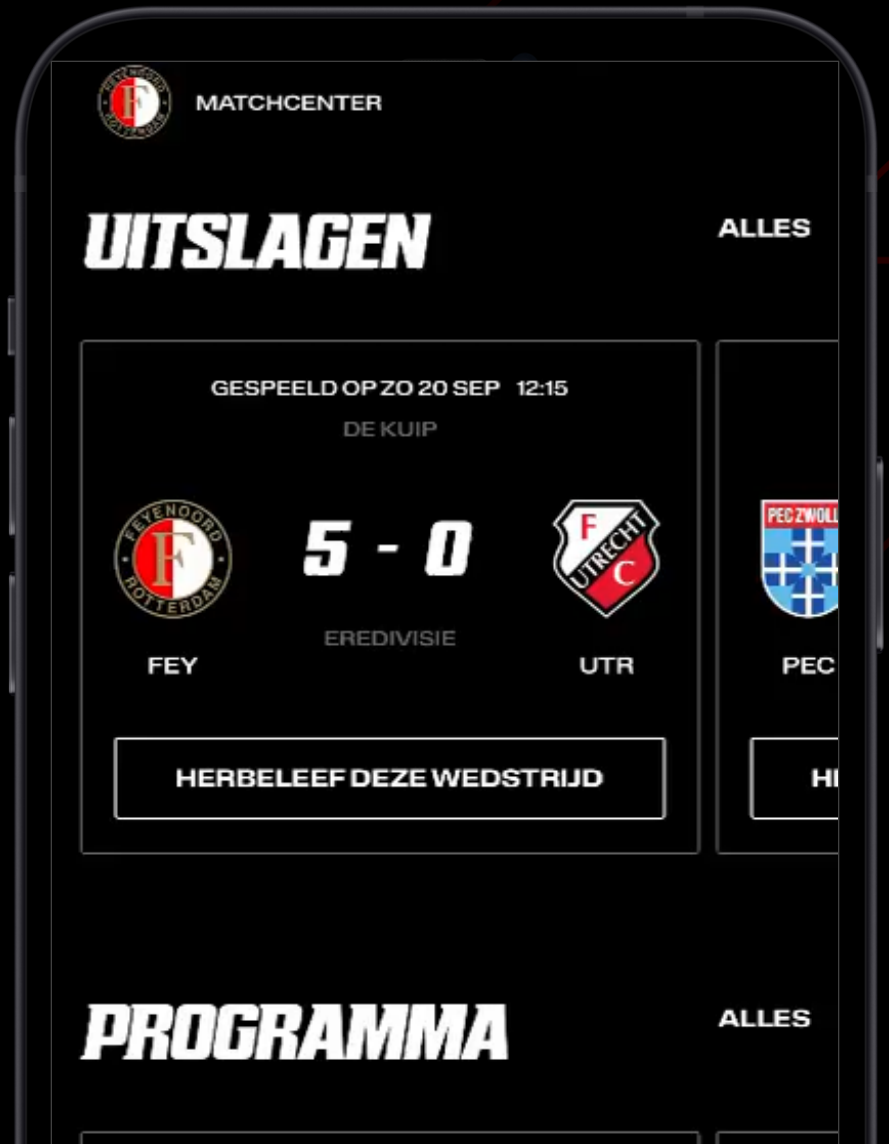






MATCHCENTER – 2026

"TO KEEP SUPPORTERS UPDATED LIVE AND IN ONE CENTRAL PLACE ON EVERYTHING HAPPENING ON THE PITCH DURING MATCHDAYS."



RESULTS FROM IMPROVING FEYENOORD APP AND MATCH CENTRE – 2024/25 VS. 2025/26

TOTAL ACTIVE USERS FEYENOORD APP +30%

Q1 206/27: 52% OF TOTAL 2025/26 FEYENOORD APP USERS

LOGGED-IN FEYENOORD APP USERS +71%



AVERAGE NUMBER USERS MATCH CENTRE +48%

TIME SPEND IN MATCH CENTRE +20%

RETURNING VISITORS MATCH CENTRE +10%



THANK YOU