BigDoor helped the MLB hit a grand slam.

Major League Baseball Advanced Media (MLBAM) manages MLB.com, a site that offers over 1 million baseball fans the most complete baseball information and interactivity on the web. MLB's online games were already quite popular, but with the upcoming season just ahead, the company wanted to increase fan passion and loyalty through their website. Specifically, they were looking to add player badges to their existing Gameday application—an animated version of a live baseball game with live stats and game highlights.

MLB teams up with BigDoor

MLB joined forces with BigDoor and implemented our Loyalty Program to help drive customer loyalty and increase online interaction. Their first initiative was to create a badge system that users could earn through interacting with the MLB Gameday app. BigDoor created one badge for every active baseball player in the game (1,361 players total), with each badge offering bronze, silver, and gold levels that users could unlock.

BigDoor helped educate the internal MLB team on the rewards process, provided sample JavaScript code for implementation, and offered technical and design support while the MLB design team brainstormed their preferred on-brand badge templates.

It only took a few days to get the BigDoor Loyalty Program system up and running on MLB.com. During live games, fans logged in to the Gameday app and earned badges for events that happened during the game in real-time. Like baseball cards, the badges became collectors' items and fans displayed them in a special "trophy room" that tied to user profiles.

Homerun to win the game

The MLBAM awarded over 5 million online badges, and the fans grew to love the interaction. The MLB was also able to incorporate sponsorships into the badges with companies like Head & Shoulders for additional revenue and advertising. The program was a success, which lead to a continued partnership with BigDoor.

Over 5 Million badges were awarded during the 2011 season.

Want to hear more? We'd love to chat.
Drop us a line at team@bigdoor.com