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Real Madrid and Adobe Partner to Bring Global Fans Premium Entertainment Experiences

London, UK – 9th November 2021 – Adobe today announced a partnership with Spanish sporting giant Real Madrid C.F., to accelerate the club’s growth in the digital experience economy and turn one of the world’s most prestigious football clubs into an unrivalled global entertainment and lifestyle brand. Using [Adobe Experience Cloud](#), Real Madrid will connect fans from around the world through an immersive sports entertainment experience, both on and off-line.

Real Madrid is one of the highest valued football clubs on the planet and boasts one of the world’s biggest sporting fan bases, with a global reach that exceeds even the largest entertainment and lifestyle brands. By selecting Adobe, Real Madrid is transforming its approach to fan engagement by creating deeper connections anywhere – from in-stadium to at home – driving better experiences, loyalty, and growth across the world.

With Adobe Experience Cloud at the heart of Real Madrid’s fan journey, the club will marry its rich history and tradition with a modern innovative approach to digital fan engagement. With Adobe Experience Platform, the customer data platform for Adobe Experience Cloud, Real Madrid will create real-time, unified customer profiles so they can better understand how their fans engage with the brand when and on which channel. Using the apps and services within Adobe Experience Cloud, Real Madrid will create, manage and deliver highly personalised content to connect, excite and drive deeper engagement.

Michael Sutherland, Chief Transformation Officer at Real Madrid CF, commented: “The experience of our fans comes first, so it was an easy choice to work with Adobe, who are the leaders in customer experience. The next generation of global fans are creators at heart, and Adobe’s DNA and comprehensive capabilities are letting us realise our vision for a global community who will engage with our expanded digital commerce ecosystem. Adobe helps us balance data and privacy in a way that lets us get to know our fans better through earned trust, and by delivering them the products and services they desire.”

Paul Robson, President of International at Adobe, said: “Using Adobe Experience Cloud, Real Madrid will be able to share personalised fan content in real-time and at scale, accelerating its mission to become a global entertainment brand. By taking the electrifying emotion that fans enjoy in the stadium and translating it into immersive digital experiences, the club will be able to build even closer connections with its worldwide fanbase.”

Revolutionising the in-stadium and at-home experience

With Adobe, Real Madrid is super powering its customer acquisition and fan engagement through a data and experience-driven approach:

- Digitally, Adobe and Real Madrid are bringing the iconic Santiago Bernabéu stadium to a global audience through an expanded ecosystem of online experiences, products and services. This will transform the stadium into a virtual destination accessible to hundreds of millions of fans.
- At home, supporters will enjoy a more personal relationship with Real Madrid, bringing them closer to the club than ever before, with Adobe enabling immersive digital experiences across platforms,



channels, and devices. Today, dependent on which country a fan is based, the stadium's digital advertising boards already change dynamically. In the future, Real Madrid will be able to elevate this experience by delivering personalised ads based on where fans are at any given time, such as on public transport or at a bar.

Bridging the gap between fans and Real Madrid's sponsors and partners

Adobe will enable Real Madrid to accelerate its business and consumer growth in omni-channel commerce, increasing value for brand sponsors and partners by helping them open new revenue streams.

With Adobe Experience Cloud, Real Madrid is helping connect fans and sponsors. Where fans have opted in, brand partners can use segment-based profiles provided by Real Madrid to connect with customers in more direct and personal ways, such as personalised offers and contextual advertising that blend seamlessly into Real Madrid's existing fan experience. For example, partners can target a segment of fans with player-endorsed products.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About Real Madrid

Real Madrid C.F. is a sport entity with 119 years of history. It is the club with the most European Cups of both football (13) and basketball (10) and was awarded by FIFA as the Best Club of the twentieth century. Real Madrid has millions of fans in all corners of the world, with 371 million followers on social networks, and is for the third year in a row the most valuable football club in Europe according to The European Elite 2020 report, prepared by consultancy KPMG. Real Madrid is the most valuable football brand in the world for Brand Finance for the third year in a row and achieved the highest record in the Transparency Index of football clubs last season. More information about Real Madrid C.F. is available at www.realmadrid.com, the most visited soccer club website for the fifth consecutive year.

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