

WHITE PAPER

The case for score predictors:

How score predictors build sustained audience engagement

For brands, publishers, sports organizations, and HR teams.

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Executive Summary

Every major international tournament - the World Cup, the Euros, Copa America, the African Cup of Nations, and dozens of domestic and regional competitions - creates a global moment of shared passion. Billions of people follow each one, and brands, publishers, sports clubs, and employers all face the same challenge: how do you convert passive viewers into active, returning participants who associate that experience with you?

The answer is the score predictor.

Unlike display ads, social posts, or one-shot campaigns, a score predictor creates a structured loop of daily return visits. Participants predict match scores, return to check results, track their leaderboard position, and invite friends to join - all over a four-week window. The mechanics drive the returns. The brand owns the experience.

A score predictor creates daily habits, not one-day traffic spikes.

This white paper covers:

- Why predictors outperform traditional engagement formats
- The mechanics that drive daily return visits and viral sharing
- How sponsors, publishers, sports clubs, and HR teams each extract distinct value
- Data capture strategy: first-party leads, opt-ins, and audience intelligence
- How Convert by Riddle delivers this as a fully white-label, GDPR-compliant product

Whether your next tournament window is months away or just weeks, the lead time to build, brand, and launch a predictor is short - and the engagement opportunity is significant.

The Engagement Problem Modern Brands Face

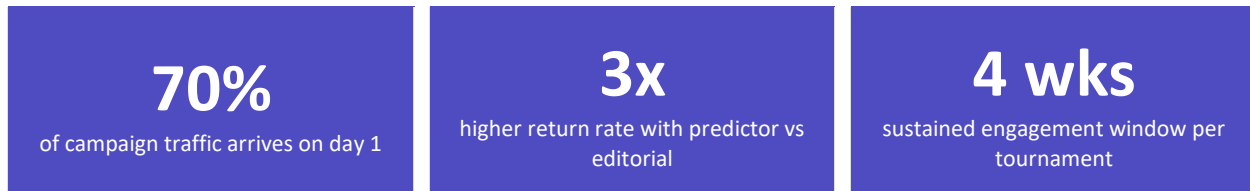
Attention is fractured. Social algorithms are unpredictable. Third-party cookies are gone. And the era of audience loyalty built on passive consumption - reading an article, watching a pre-roll ad, seeing a banner - is ending.

The metrics that matter have shifted. Reach alone no longer justifies spend. What brands, publishers, and employers need now is sustained engagement - multiple touchpoints per person, over days and weeks, that build both familiarity and data.

What Traditional Formats Get Wrong

Most digital campaigns are designed for a moment, not a period. A social campaign generates a spike on day one. A sponsored post generates clicks, then disappears. Even premium editorial content typically sees 70–80% of traffic arrive on the day of publication - with rapid decay thereafter.

Tournament sports coverage faces the same problem. Match-day traffic is high. Between matches, audiences scatter. There is no structural reason to return. The content itself - scores, analysis, reaction - becomes stale within hours.



The Predictor Difference

A score predictor creates a fundamentally different dynamic. It gives participants a personal stake in every match. Their prediction is already placed. The result matters. The leaderboard position is live. The next match is already coming.

This isn't engagement manufactured through incentives or push notifications. It's organic return behaviour driven by the sport itself - the predictor just captures and extends it.

Traditional Digital Campaign	Score Predictor Campaign
High day-1 traffic, rapid decay	Daily return visits throughout tournament
Passive consumption	Active participation - predict, check, rank
No personal stake	Personal score predictions create a stake
One interaction per visit	Multiple return moments per match
No opt-in mechanism	Natural registration/opt-in gate
No first-party data	Rich first-party audience data

How a Score Predictor Works: The Engagement Loop

The predictor mechanic is simple. The loop it creates keeps people coming back.

Step 1: Registration

A user arrives at your branded predictor experience - on your domain, in your colours, with your messaging. To participate, they register. This is the first-party data moment: name, email, marketing opt-in, and any additional fields you choose to collect.

Registration rates are high because the value exchange is clear. The user gets a free, engaging game tied to a tournament they already care about. You get a verified, opted-in lead.

Step 2: Predict

Before each match, participants submit their score predictions. The time window is tight - predictions close at kick-off. This creates a recurring, time-sensitive action that users build into their pre-match routine.

Step 3: Return

After the match, participants return to check their points, see who predicted correctly, and check their leaderboard position. This post-match return is organic - driven by curiosity and competitiveness, not push notifications.

Step 4: Compete and Share

Leaderboards create social pressure and social currency. Participants share their ranking. They challenge colleagues, friends, or rivals. New users enter through word of mouth. Organic growth compounds throughout the tournament.

"I'm ahead of you" - that's the phrase that gets people sharing the leaderboard.

Step 5: Rinse and Repeat - for Four Weeks

A major international tournament typically features 50–64 matches across 28–35 days. Each match is another prediction, another result, another leaderboard shift. The structure itself ensures participants return - there is always a next match, always a next opportunity to climb the rankings. And the same mechanic works just as well for domestic league seasons, cup competitions, and regional tournaments.

This is the difference between a campaign and a habit.

Who Benefits - and How

The score predictor model creates value across four distinct audience types. Each gets a different return on the same core mechanic.

1. Brands & Sponsors

The Sponsorship Opportunity

For brands, the predictor is a sponsorship vehicle with measurably better economics than traditional media. A banner ad is seen once and forgotten. A predictor is used daily for weeks - with the brand woven into the experience, not bolted on top of it.

What brands get from a predictor sponsorship:

- Logo and brand presence across every session, every match, every leaderboard view
- Product or prize integration that feels native, not interruptive
- Named sponsorship: 'The [Brand] Predictor' - title association for the full tournament
- CTA placement at key moments: registration, prediction submission, results reveal
- Sponsored notifications: pre-match reminders, results updates, prize draws
- First-party data from every registered participant - with opt-in

Lead Generation at Scale

Every registration is a qualified, opted-in lead. Participants have actively chosen to engage with your brand. Conversion rates from predictor-sourced leads consistently outperform cold acquisition channels because the audience self-selects around a shared passion.

The data you collect - email, demographics, team preferences, engagement frequency - flows cleanly into your CRM, CDP, or marketing automation platform via webhook or direct export.

Extended Brand Presence

A typical ad campaign runs for days or weeks. A predictor campaign runs for the duration of the tournament - and the brand association persists throughout. Participants who return 20 times over 28 days build a different relationship with a sponsoring brand than those who see a pre-roll ad once.

20+

average return visits per tournament

4 wks

brand exposure window

100%

first-party, opted-in leads

2. Publishers & Media Companies

The Traffic Retention Problem - Solved

Publishers face a structural engagement problem during tournaments. Match-day traffic spikes. Between matches, audiences disappear. Sports coverage becomes a series of disconnected high points rather than a sustained readership window.

A branded predictor changes this entirely. Readers who are registered participants have a reason to return on non-match days - to check standings, review past predictions, and prepare for the next round. The predictor anchors the audience to the publisher's property throughout the tournament.

Publisher benefits at a glance:

- Sustained traffic across the full 28-day tournament window, not just match days
- Multiple pageviews per session: users navigate predictor, news, and editorial together
- Premium sponsorship inventory: sell the predictor itself as a named sponsorship asset
- First-party registration data - crucial for post-cookie audience targeting
- Newsletter sign-up integration: route registered users into sports newsletters
- Social sharing amplification: leaderboard moments drive organic reach on social

A Monetisable Sponsorship Asset

The predictor is a standalone commercial product. Publishers can package it as a premium sponsorship - selling the naming rights, logo integration, prize sponsorship, and data partnership to a single exclusive brand partner, or creating tiered sponsorship tiers across multiple partners.

At scale - major UK, European, and Australian publishers regularly reach 100,000–500,000 registered participants in a single tournament campaign - the commercial value of this audience and its data is substantial.

A predictor gives publishers 28 days of exclusive brand association - not a single ad slot.

White-Label Deployment

The predictor runs on your domain and in your brand identity. It looks and feels like a native publisher product. Your editorial team can embed it within tournament coverage pages, link from newsletters, and reference it in social content - all while the experience remains fully branded to your masthead.

3. Sports Teams & Clubs

Fan Engagement Between Matches

Sports clubs understand match-day engagement. Fan parks, stadium atmosphere, social content around kickoff - these are well-developed disciplines. The challenge is inter-match engagement: keeping fans active, involved, and connected to the club's channels in the days between fixtures.

A score predictor solves this directly. Club-branded predictors give fans a structured activity between matches - one that keeps them on club-owned platforms, engaging with club-curated content, and building the habit of daily interaction.

What clubs get from a predictor programme:

- Daily fan touchpoints across the full season or tournament window
- Fan registration: convert social followers into owned, contactable CRM records
- Sponsor activations: integrate kit partners, official suppliers, and commercial partners naturally
- Community building: fan vs fan leaderboards, regional or supporter group competitions
- Fan intelligence: which matches generate most engagement, which fan segments are most active
- Loyalty programme integration: award loyalty points for participation, predictions, streaks

Sponsor Activation for Club Partners

Club commercial sponsors increasingly demand digital activation platforms that go beyond badge placement. A predictor provides a live, dynamic environment for sponsor messaging - prize sponsorship, branded notifications, CTA integration - that the sponsor can point to as a concrete, measurable activation.

This makes the predictor a tool not just for fan engagement, but for retaining and upselling commercial partnerships.

4. HR Teams - Internal Employee Engagement

The Internal Morale Opportunity

Major tournaments are moments of shared cultural energy inside organisations as much as outside them. A major international tournament cuts across departments, seniority levels, and offices. Almost everyone has an opinion on the football - and almost no one gets to act on it in the workplace in a meaningful, structured way.

An internal predictor gives HR teams a ready-made engagement vehicle. It's low-effort to deploy, high-impact in terms of participation, and inherently cross-functional. People in Finance compete against people

in Engineering. London office competes against Manchester. The game creates connections that normal team structures don't.

Internal predictor: what HR teams use it for:

- All-company engagement around a shared cultural moment
- Cross-departmental and cross-location competition - team vs team leaderboards
- Light-touch internal communication channel: embed company updates in the predictor experience
- New joiner integration: a ready-made social entry point into company culture
- Wellbeing and morale: low-stakes, high-fun activity that builds team cohesion
- Reward and recognition: prize incentives for winners, managed through the platform

When the head of sales and the intern are competing on the same leaderboard, the organisation feels smaller - in a good way.

No IT Overhead

Convert by Riddle's internal predictor mode requires no IT integration and no internal infrastructure. HR or internal comms teams configure and launch the experience themselves. Participant access is managed by the platform. Data stays within the organisation's agreed parameters and is fully GDPR-compliant.

First-party data: what every predictor campaign collects

Every major predictor deployment is also a data acquisition programme. This is not incidental - it is one of the strongest commercial arguments for running one.

What Data You Collect

At minimum, every registered participant provides a verified email address and an explicit consent flag. In a well-configured predictor, you can also collect:

- Name and demographic data
- Location (city, country)
- Favourite team or national team
- Newsletter and marketing opt-in (segmented by topic)
- Behavioural data: prediction frequency, active match days, engagement streaks
- Custom questions: preferences, product interests, purchase intent signals

Why This Data Is Valuable

Third-party cookies have effectively ended behavioural targeting as publishers and brands have relied on it for two decades. The alternative - and the only sustainable model - is first-party data: audience information collected directly by the brand, with explicit consent.

Predictor-sourced data is high quality on three dimensions:

- Verified: users provide real details to participate - fake emails mean no access
- Consented: opt-in is explicit and contextual, meeting the highest GDPR standards
- Engaged: data comes from an active, interested audience - not a passive sweep

Data integrations supported by Convert by Riddle:

- Webhook export to CRM (Salesforce, HubSpot, Pipedrive, and others)
- Direct CSV export for offline processing
- Zapier integration for no-code workflow automation
- Custom API access for enterprise data pipeline integration
- Newsletter platform sync (Mailchimp, Campaign Monitor, and others)

Data Strategy: Three Approaches

How you use the data depends on your goal:

Lead generation: Route all registrations directly to sales CRM. Score leads by engagement level - daily participants vs single-session users. Prioritise follow-up accordingly.

Audience segmentation: Segment by team preference, location, and engagement behaviour. Use these segments for personalised post-tournament communications, increasing relevance and reducing unsubscribe rates.

Sponsor data package: Aggregate anonymised insights for your brand sponsor - audience demographics, engagement patterns, peak activity windows. This strengthens the commercial case for renewing or upgrading the partnership.

Why Convert by Riddle

Convert by Riddle brings together two established platforms: Riddle, the market leader for interactive content among publishers and media companies, and Convert, the long-standing market leader for prediction games and advent calendars in the European market.

Together, the platform offers a proven, enterprise-grade infrastructure for running large-scale predictor campaigns - fully white-label, GDPR-compliant, and built for the demands of high-traffic tournament environments.

What Sets It Apart

Platform capabilities:

- Fully white-label: your brand, your domain, your design - no Convert branding visible
- ISO 27001 certified: independently audited security standards for enterprise clients
- 100% GDPR compliant: built-in consent management, data residency controls, DPA support
- Sponsor-ready: prize integration, branded zones, CTA management all in-platform
- No implementation required: configure and launch without developer resource
- Scalable infrastructure: proven at 100,000+ simultaneous users during tournament peaks
- Internal mode: employee-facing deployment with department/team leaderboard configuration
- Full data export and CRM integration via webhooks, Zapier, and API

Deployment Timeline

A standard predictor deployment from contract to live can be completed in under two weeks. For clients requiring custom CI work, API integrations, or multi-sponsor configurations, four to six weeks is typical.

The predictor model works across any tournament calendar. For publishers and brands planning pre-tournament audience building - registration campaigns, early-access leaderboards, and warm-up content - launching four to six weeks before the first match is strongly recommended.

<2 wks

standard setup time

50–64

matches per major tournament

28 days

engagement window

The Business Case: What to Measure

A predictor campaign generates value across multiple KPIs simultaneously. The return on investment case depends on which metrics matter most to your organisation - but most clients find that the campaign over-delivers across all of them.

KPIs by Audience Type

Audience	Primary KPIs
Brands & Sponsors	CPL, opt-in rate, brand recall, session duration
Publishers	Return visit rate, session depth, sponsorship revenue, newsletter sign-ups
Sports Clubs	Fan CRM growth, sponsor activation delivery, inter-match engagement rate
HR / Internal	Participation rate, cross-team interaction, employee NPS contribution

Benchmarks From the Field

Based on comparable tournament predictor deployments:

- Registration-to-active-participant conversion: 60–75% of registrations make at least one prediction
- Return visit rate: participants return an average of 3–4 times per week during active tournament play
- Opt-in rate: marketing opt-in rates of 45–65% are typical - significantly higher than standard lead gen forms
- Sharing coefficient: 20–30% of participants invite at least one additional person, driving organic growth
- Data quality: bounce rate on predictor-sourced email lists is consistently below 5%

Predictor-sourced leads convert at 2-3x the rate of paid social leads at comparable cost.

Getting Started

The fastest way to evaluate Convert by Riddle for your organisation is a live demo - a version of the predictor built in your brand's design, running on a demo domain, so you can see exactly what your audience would experience.

What to Bring to a Demo Conversation

- Your tournament or engagement window - an international tournament, a domestic league season, or another sport
- Your primary goal - lead generation, sponsorship activation, publisher traffic, fan engagement, or internal morale
- Your brand assets - logo, colour palette, and any sponsor requirements
- Your data infrastructure - CRM, CDP, or marketing automation platform

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Book a demo at convert-app.com. The team will configure a white-label demo in your brand identity within 48 hours.

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