



The stadium of the future talks to fans on WhatsApp

From ticket to final whistle — the entire fan experience in one channel, with AI serving thousands at once and a human whenever needed.

- Instant, at-scale replies
- 24/7 service
- Premium experience
- Fans worldwide

More revenue per fan
Tickets, hospitality, merchandise and F&B suggested at the right moment — before, during and after the event.

Thousands served at once
Matchday peaks of thousands of messages — AI answers everyone, no queue.

Closer to your fans
A direct relationship with every fan, in any language, inside and outside the venue.

Partnerships worth more
Brand activations and sponsored content in the channel fans actually read.

THE PROBLEM

Fans live on their phones — but the venue still communicates like it was 20 years ago

- Matchday peaks of thousands of contacts that no one can handle
- Ticketing, access and venue info scattered across many places
- Queues and last-minute questions (gates, seat, parking, transport)
- Hospitality, merchandise and F&B opportunities lost for lack of a channel
- Fan and sponsor data underused, with no direct relationship

THE SOLUTION

Zapify turns WhatsApp into the fan SuperApp

- AI automation that serves thousands at once, with a human whenever needed
- The whole fan journey — from ticket to post-event — in one channel
- Integration with the ticketing, CRM, access control and payments you already use
- Personalised, multilingual communication for fans worldwide
- More revenue per fan and measurable sponsorship activations

USE CASES FOR VENUES & EVENTS

The whole matchday, in the channel fans already use

From buying the ticket to getting home, every moment of the event handled by conversation.

01 Ticketing & suites

Fans browse, choose and buy tickets or hospitality without leaving WhatsApp.

- Real-time availability
- Tickets, seats and suites
- Secure payment
- Digital ticket & QR in chat

02 Matchday & venue info

Everything a fan needs to know before and during the event, instantly.

- Gates, seat and venue map
- Parking and transport
- Timings and entry rules
- Real-time alerts

03 24/7 venue concierge

Answer the frequent questions of thousands of fans, with no queue.

- Wi-Fi, bars and food
- Accessibility and services
- Lost & found
- Event FAQs

04 Hospitality & premium experiences

Grow revenue with upgrades and VIP experiences at the right moment.

- Upgrade to suite / VIP
- Hospitality packages
- Exclusive tours & experiences
- Meet & greet and extras

05 Merchandise & F&B

From the seat to the cart — fans order, the venue delivers.

- Official store on WhatsApp
- F&B delivery or pickup
- Pre-order before kickoff
- Launch campaigns

06 Campaigns & partnerships

Fill the venue and give partner brands the right stage.

- Fill-the-venue & renewal campaigns
- Sponsor activations
- Giveaways & exclusive content
- Fan-level segmentation

07 Post-event & loyalty

Keep the relationship alive between events and bring fans back.

- Thank-you & match recap
- Satisfaction surveys
- Members / fan programme
- Offers for the next event

A PLATFORM CONNECTED TO YOUR VENUE

It integrates with the tools you already use

Zapify connects to the leading ticketing, CRM and operations systems to centralise and automate the entire fan journey.

Ticketing

CRM

Access control

Merchandise

F&B / Catering

Partnerships

Analytics

Webhooks & API

BENEFITS FOR EVERY TEAM

Value across the whole operation

For sales & ticketing

- More direct sales
- Fewer queues and calls
- Optimised attendance

For hospitality

- More VIP upgrades
- Premium experiences sold
- Loyal fans

For merchandise & F&B

- A store in the fan's pocket
- Pre-orders
- Fewer counter queues

For partnerships

- Measurable activations
- More value per sponsorship
- Segmented audience

Put WhatsApp to work for you

30 days free. No card. With our team helping you get started.

+351 935 301 085
zapify.pt

sales@zapify.pt · Zapify, Lda (PT517696070)