



Driving engagement and retention: the advantages of having your own tournament platform



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From ranked matches to a complete esports ecosystem

Today, sustaining the success of your game over time is no longer just a question of original and balanced gameplay, renewed in-game content or a high-performance matchmaking system.

It's about nurturing your community with new challenges and new objectives to fuel players' natural appetite for competition.

Tournaments open up new horizons for your players, create rivalries and unforgettable experiences, and ultimately new storytelling opportunities.

To create these stories, it is necessary to build a robust competitive ecosystem around players where **everyone can have a chance and dream of being the next champion.** This is one of the most powerful drivers of long-term player engagement.

This requires the organization of tournaments, leagues and rankings that are aimed at both amateur and professional players.

A dedicated tournament platform adds many advantages and benefits with building a competitive ecosystem, while involving third-party organizers and their grassroots tournaments. It brings together all of your esports activities on a single tool and creates an attractive and inclusive esports experience for all your players.

In this white paper, **we review the main benefits of managing esports activity through your own tournament platform** from monetization, data management or third-party community organizers support. We also take a look at the pitfalls to avoid when choosing your tournament platform solution.

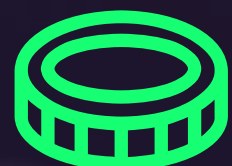
Finally, you will **access case studies of publishers and studios that manage their official competitions** thanks to the solutions developed by Toornament.com.

Engage and monetize your community

Esports is an essential lever to generate more player interest, retention and opening up to new audiences. This additional engagement can then be monetized through sales or subscriptions to the game, in-game micro-transactions, merchandising sales, sponsorship deals or streaming revenues.

But, if this engagement doesn't take place on your own tournament platform, you will lose out on most of its financial benefits. On the contrary, **by operating your tournament platform, you retain its direct benefits.**

With your platform, you can structure the competitive ecosystem according to your monetization priorities and game's storytelling. **You can keep full control and ownership over the data generated** rather than letting it fly away. **Your platform becomes a new asset and communication channel** to showcase your sponsors and partners, or highlight game's merchandising and livestream. Managing your platform allows you to directly reach your players on what is important to you.



Control and leverage your esports data

The data generated by esports operations is extremely useful to know your players better, improve your game, increase retention or for marketing purposes. In the end, it helps with your decision-making process.

By using third-party tournament platforms, you lose track of most data about your competitions and players, which is then leveraged by these platforms for marketing purposes.

When operating your competitive ecosystem, it is essential to choose a provider that is transparent about its management policy of your data.



Keep full control and ownership of your tournaments and players data



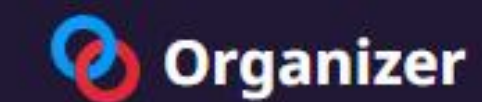
Define which information you want to collect from your players and teams



Connect your player accounts without sharing their game data or personal information



Tournaments, teams and players only exist on your platform, on an isolated database



< Project

Battlezone

Overview

Users

Teams

Settings

Battlezone

Users

2 548

New users (30 days)

256

Tournaments

368

Circuits

12



Address



Birth Date



Checkbox



Country



Discord ID



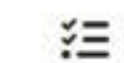
Epic Games ID



Facebook



Full name



Multiple select



Nintendo Friend code



PSN ID



Single select



Steam ID



Twitch



Twitter



Vimeo

Structure your esports activity

To grow your game and its community you must have a clear and structured esports ecosystem. **You must build a competitive circuit from grassroots tournaments to international competitions creating a path to the top level for amateurs.** This is how new champions rise and the story of your game takes shape.

With your own tournament platform, **you can centralize your esports operations in a more understandable and efficient way.** It helps segmenting your tournaments and creating leaderboards according to player levels, their locations or game modes. Thus, **you address all your players and help them climb the steps to the top level.**



Organize and display tournaments into competitive circuits by game, level, location, season



Generate custom leaderboards with your own points system and rules



Centralize news, replays, activities and information from tournaments, players and teams

Case study



[Download](#)

dwoitta	16 Aug 2024, 12:44:37	Pending	✓	✗	⋮
EggyTM	15 Aug 2024, 14:26:06	Pending	✓	✗	⋮
TIMMYS..	12 Aug 2024, 08:01:28	Accepted	✓	✗	⋮
Sneaxoff_15	11 Aug 2024, 23:59:07	Accepted	✓	✗	⋮
Yamii..	11 Aug 2024, 10:02:43	Accepted	✓	✗	⋮
zizoo-	9 Aug 2024, 12:55:01	Accepted	✓	✗	⋮
eLconn21	9 Aug 2024, 12:53:55	Accepted	✓	✗	⋮
Laser..	8 Aug 2024, 23:06:48	Accepted	✓	✗	⋮
TarporTM	6 Aug 2024, 17:31:15	Accepted	✓	✗	⋮

Make competition management easier

Mastering all steps of your tournament is crucial and professional tools are essential to achieve this. **But developing your own management tool is risky and takes time.** The development load, complexity and budget required are often greatly underestimated for an uncertain result.

It is important to rely on a robust and flexible solution, already used by thousands of organizers at an international scale. It must manage all components of the tournament, but also be able to adapt to the formats and specifics of your game. Finally, by connecting your game to a tournament platform, you will automate and facilitate many match management steps for both players and admins.

1. Groups

Round Robin Groups

Configure

2. Playoffs

FFA Custom Bracket

Configure

Seeding

#	Name
1	TweelinTM
2	Ziren
3	Kaulla
4	VarshaDy
5	RTF
6	AndriTFG
7	Kozzy
8	Matta-APF
9	Ymme-LLA
10	Kity
11	BirhikL
12	Doniel
13	VW4tzy
14	Spezhuell
15	GINCH
16	rosenka
17	Malatier
18	Cesna
19	woop
20	yourmopass
21	Ovarg

Lille Esport

01

Akroma

Match completed

General

Discipline

Track

Track pool

Track 1

Trackmania configuration

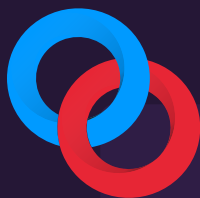
Shuffle tracks?

Number of winners

Points limit

Points repartition

Respawn behavior



Manage tournament steps thanks to a complete and easy organizer interface



Benefit from the largest number of tournament formats, matches and scores available in a single tool

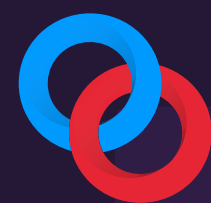


Connect your game to the platform and automate match management, results update and stats display

Support your third-party organizers

Your community is your number one tournament contributor, but it can be scattered across several tools, and offer tournaments of very heterogeneous quality to the detriment of the player competitive experience.

To **help your third-party organizers grow and contribute to your game's success**, give them access to a professional tournament platform. Delegate community tournament organization to **waste less time and resources**, and keep a unified and coherent platform by providing guidelines and licensing rules.



Manage organizer permissions at the platform, circuit and tournament level



Allow third-party organizers to integrate your official competition circuits



Categorize and display third-party tournaments according to your criteria



Case study

**WORLD
TOUR**

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Strengthen your game branding

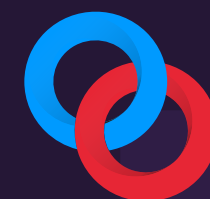
Your tournament platform must be an extension of the universe of your game. It must **offer a visual experience that is as integrated as possible with the game** to strengthen player support and a sense of belonging. **It is important to have a tournament platform that will be unique and identifiable.**

Moreover, allowing players to connect their player account and identify themselves on the tournament platform provides smoother user experience and greater adoption. The more integrated it is with your game and its ecosystem, the better the player experience will be.

Web site



[Visit](#) 



Get complete white-label platform, with your own domain name, graphic charter and design



Rely on the first no-code website builder to manage your platform content

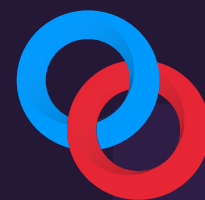


Connect game accounts and synchronize match data to the tournament platform

Focus on what matters the most to you

Your team has its own development schedule and a multitude of missions on which to focus. Internalizing resources and finding the skills to manage the complexity of designing and maintaining a tournament platform can be very risky and time-consuming.

This is why **it is recommended to rely on esports competition experts and their dedicated tools**. They can accelerate and limit the risks of setting up an esports project by helping on the strategy, providing turnkey technical solutions, managing the infrastructure and hosting while keeping them up to date.



Rely on a pioneering team in esports and tournament solution development



Leverage our network of partners to strengthen all aspects of your operation



Get dedicated continuous support and training to use your tournament platform

Give a new battleground to your players

In conclusion, having your own tournament platform brings many advantages and is an important lever to grow your gaming community and develop your revenues.

But **creating your own platform is complex**, requires a lot of time and a certain expertise. At a time when **games must quickly gain momentum and prove themselves**, this solution is often risky.

Hopefully, it is now possible to rely on dedicated solutions to get your tournament platform so you can focus on what matter the most. **Toornament is the only solution to provides a real white label tournament platform that can be launched in a record time and based on the most complete tournament engine on the market.**

Don't compromise anymore and choose to have your own battleground for your players.



Toornament is a complete suite of **powerful cloud-based tools** for studios, publishers, organizers and agencies to **empower their esports game and competition.**

Want to discuss your next project?



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For more information, visit

www.toornament.com

