



OPERATIONAL WALKTHROUGH · ADMIN PORTAL

Inside the Tiparra **admin** **portal.**

How a small, non-technical team actually runs a club, venue or destination app — without a developer in the room.

**A fan app that needs a developer
to update is dead on arrival.**

WHY THIS GUIDE EXISTS

The question that actually decides this.

Most clubs we talk to don't ask "will our fans use this?" That question comes later. The one they ask first — usually a few weeks in, often quietly — is different:

Who on our team is actually going to run it?

It's the right question. Most clubs, venues, events and tourism organisations don't have a product team. They've got a marketing coordinator, a community manager, a sponsorship lead, and a board that wants results without adding headcount.

Tiparra is built for that reality. The admin portal is designed so the people you already have — including the volunteer who runs your socials on a Tuesday night — can run the whole thing. What follows is what that looks like in practice: the architecture, the day-to-day, the five things the portal does, and the habits the best-run clients share.

WHO THIS IS FOR

Marketing coordinators, community managers, sponsorship leads, board members, volunteer admins. The people who'll be in the portal weekly. Read once cover-to-cover; come back to the screenshots when you're standing up your first Stack.

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One view of what's working.

Log in to the admin portal and you land on a dashboard. Active users, what fans are tapping, which Stacks are working, which aren't. No analytics person required, no quarterly request to a developer.

If you've managed a content calendar in a modern CMS, you'll be at home inside ten minutes. The whole portal is built for marketing operators, not engineers — every screen is a thing you can do on a Tuesday afternoon in twenty minutes.

WHAT THE DASHBOARD SHOWS YOU

- **Active users** — how many fans opened the app today, this week, this month.
- **Top Actions** — which polls, articles, offers and check-ins are actually being used.
- **Stack health** — which Stacks are performing and which are quietly dormant.
- **Push performance** — open rates, send volume, segment delivery counts.
- **Sponsor activations** — taps and claims per partner, ready to drop into a renewal conversation.

If a graph shows that fans are tapping Player Stats and ignoring Club History, you've got a real, actionable signal about where to spend your limited content time. The job stops being guessing and starts being responding.

PRO-TIP — OPEN THE DASHBOARD BEFORE YOU OPEN SOCIAL

The portal dashboard is the version of social media analytics that's actually about your audience, not the platform's. Make it the first tab you open on a Tuesday morning. It will quietly redirect a lot of bad content decisions before they're made.

Stacks. Action Groups. Actions.

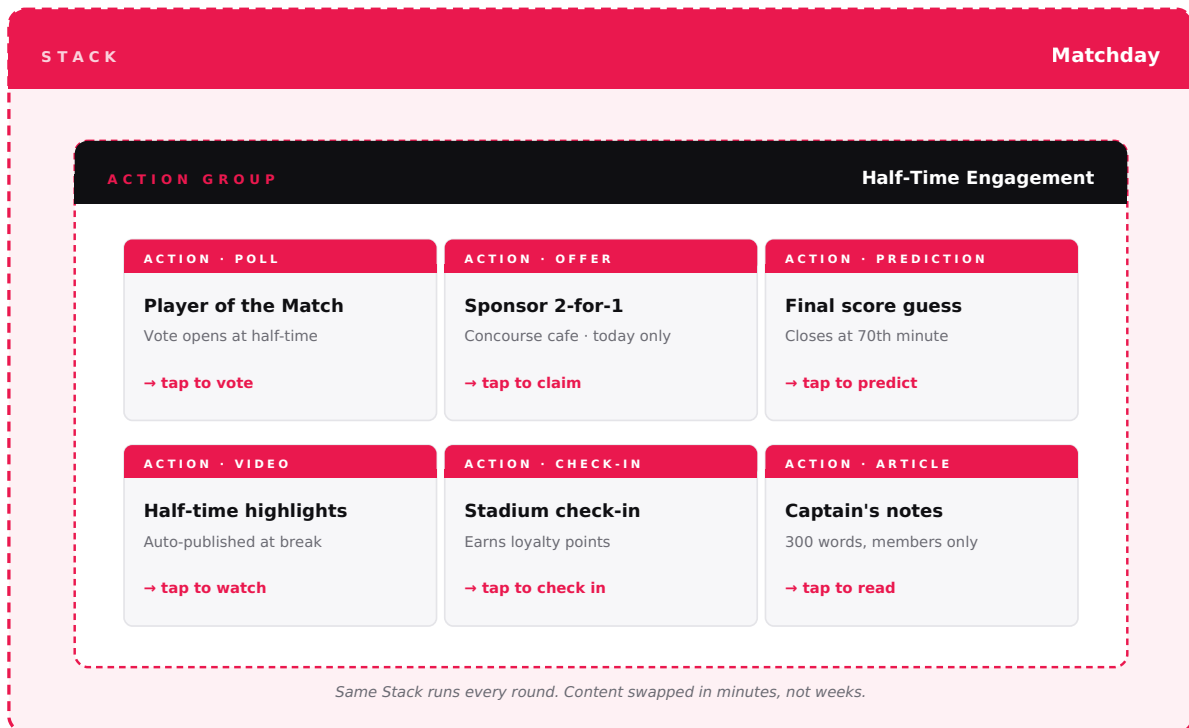
Every Tiparra app is assembled from the same three building blocks. Once your team understands them, they can build almost any experience your club, venue, or region needs without ever touching code.

Stacks are the major experiences — Matchday, Membership, News, Sponsor Activations, Discovery Trails. Big containers, each one representing a distinct part of the audience experience.

Action Groups sit inside a Stack and bundle related things together. Team Sheets, Live Scores, Half-Time Polls and Player of the Match all live inside an Action Group called something like "Half-Time Engagement" inside the Matchday Stack.

Actions are the individual taps. Read an article. Claim an offer. Check in at a venue. Answer a poll. Watch a video. Each Action is one moment of interaction — and one data point you keep.

THE THREE BUILDING BLOCKS · ONE REAL EXAMPLE



The architecture pays you back.

The point of this architecture is that it's **re-usable**. The Matchday Stack you set up in round one runs every round after, with content swapped in minutes. The Sponsor Activation Stack you build for one partner becomes the template for the next. The Discovery Trail a tourism operator builds for a winter campaign gets re-skinned for summer.

The reason most club apps fail isn't the technology. It's that the people running them eventually burn out, because the apps require weekly rebuilding instead of weekly updating. The Stack architecture exists to make that distinction structural.

THE BUILD-ONCE, RUN-FOREVER PATTERN

Most of the value sits in the templates. Once a Matchday Stack is built properly — with the Action Groups for pre-match, in-game, half-time and post-match — it runs every round of the season. The team adds content; the team doesn't rebuild structure. Wellington Saints uses this same pattern at a higher tier, and a regional tourism body uses it for a winter wine trail. Same architecture, different content, very different audiences.

Your digital clubhouse doesn't need to be rebuilt every season. The platform was designed to be re-used, not rebuilt.

THREE STACKS, RUN BRILLIANTLY, BEATS FIFTEEN RUN LAZILY

The temptation, especially early, is to build everything at once. Don't. Pick three Stacks. Run them properly for a season. Add the fourth when the first three are bedded in and a fan would notice if you turned one off.

PRO-TIP — CLONE THE WORKING STACK

Once you've built a Matchday Stack that works, the admin portal lets you clone it as a template. The second one takes a quarter of the time of the first. By the fifth, it's a fifteen-minute job.

The channel you actually own.

If your most important channel right now is Facebook or Instagram, you don't have a channel — you have a tenant agreement. The platform decides who sees what, and the number is usually somewhere between 2% and 20% of the people who said they'd follow you.

Push notifications are different. Every fan with the app installed receives the message. Open rates regularly outperform email by a wide margin, and delivery is effectively guaranteed.

COMPOSE PUSH NOTIFICATION

01 · HEADLINE

Kick-off moved to 4:30pm — gates open at 3

02 · MESSAGE

Weather forecast looks great. Bring a hat and a water bottle — free re-fills at the eastern stand. See you on the hill.

03 · AUDIENCE

Members only Attended last weekend Postcode 2600 Everyone

Audience size: **2,847 fans** · estimated delivery in 4 seconds

04 · SCHEDULE

Send now · or schedule for Friday 5:00pm

Send →

Every installed user receives this. Not the algorithm's pick — all of them.

Inside the admin portal, sending one is no harder than sending a text. Type the headline, write the message, pick the audience — everyone, members only, fans who attended last weekend, fans in a specific postcode. Schedule it for Friday at 5pm. Done.

What push is for.

Use push notifications for the things social can't guarantee will land — kick-off changes, weather updates, last-minute sponsor offers, post-match wraps, dispersal nudges for visitors who are still in town.

THE PUSH PRIORITIES, IN ORDER

- 1. Operational urgency.** Kick-off moved. Gates closed. Weather warning. The information that costs you a complaint if it doesn't arrive.
- 2. Time-limited value.** A sponsor offer that expires at full-time. A loyalty drop that's only available for the next four hours. A check-in reward that ends when the gates close.
- 3. Earned exclusivity.** The captain's pre-recorded thank-you to members after a win. The training clip that won't appear anywhere else. The poll result that breaks news.

What push is not for: routine reminders, generic news, anything the fan would have found anyway when they opened the app. A push that doesn't earn its place will train the fan to ignore the next one.

PRO-TIP — TWO GREAT PUSHES A WEEK BEATS SIX AVERAGE ONES

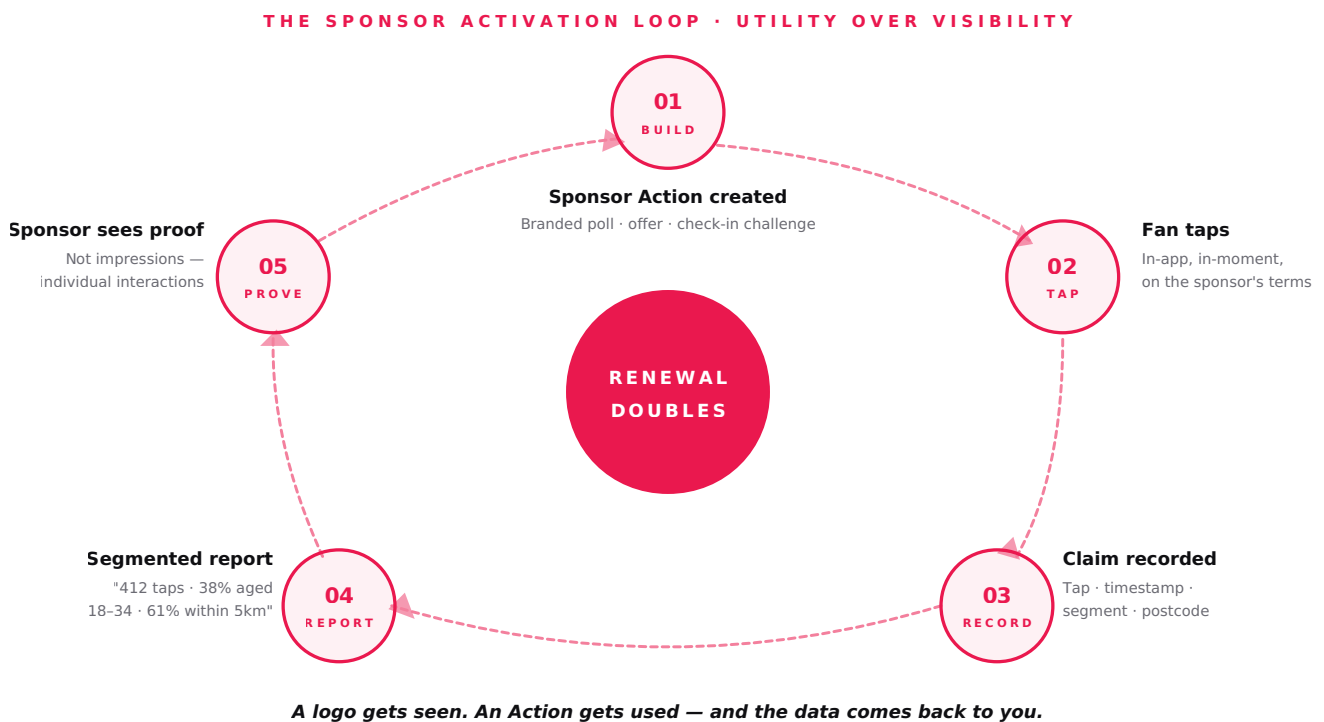
A push notification is a direct line into someone's pocket. The fans on the other end of it can opt out, and they will if you waste their attention. Save the channel for things that genuinely matter and the open rate stays in the 60–90% range. Spend it on routine updates and you'll watch it drift toward email territory.

Utility, not visibility.

A logo on a static banner doesn't move the needle for a modern sponsor. They want proof someone saw it — and proof someone did something with it.

The Sponsors section of the admin portal is built for that. You can upload a logo, sure. What matters more is that you can build sponsor-branded Actions: a half-time poll powered by the local cafe, a discount your members claim at a partner venue, a check-in reward at the sponsor's storefront, a banner that opens directly to their booking page.

Every one of those Actions is measurable. Taps. Claims. Redemptions. Audience makeup. The numbers a partnerships manager hands across the table at a renewal conversation, instead of an estimated impression count from an agency report.



What the partner now sees.

The shift this enables in a sponsor relationship is bigger than a feature list suggests. The partner stops being a logo holder and starts being a participant. The conversation stops being about impressions and starts being about outcomes. The renewal stops being a polite ask and starts being an obvious next step.

WHAT A REAL SPONSOR REPORT LOOKS LIKE

Before: *"Your logo appeared on our match-day signage. We had 24,000 fans in the stadium and 80,000 estimated impressions across socials."*

After: *"412 fans tapped your half-time poll. 38% are aged 18-34. 61% live within 5km of your store. 312 opted in to receive your follow-up offer. Here's the segmented list."*

**The first conversation gets a polite "let me think about it."
The second one gets "where do I sign?"**

HOW TO PACKAGE THIS FOR A PARTNER

- Start every partner conversation with a specific Action concept tied to a specific audience moment — not a logo placement.
- Quote outcomes the partner cares about: foot traffic, opt-ins, segment data, redemption volume.
- Show the dashboard during the pitch. The data is more persuasive than the deck.
- Build the partner's reporting view inside the portal. Give them a login. Let them see their own numbers.

Share the load. Keep the control.

The fastest way to burn out a single admin is to make one person responsible for everything. The User Management section of the portal lets you split the work without losing oversight.

Invite your committee, your marketing coordinator, your sponsorship manager, your match-day volunteer. Give each of them only the access they need. The person publishing news doesn't need to see sponsor reporting. The volunteer scheduling Friday's push doesn't need access to user data. Full Admin sees everything; everyone else sees what their role requires.

USER ROLES · WHO CAN DO WHAT

ROLE	STACKS	PUSH	SPONSORS	USERS	INSIGHTS	SETTINGS
Full Admin All access · committee or club CEO	✓	✓	✓	✓	✓	✓
Content Posts, articles, video drops	✓	—	—	—	✓	—
Notifications Push composer · scheduled sends	—	✓	—	—	✓	—
Sponsorship Partner activations · sponsor reporting	—	—	✓	—	✓	—
Match-day Volun. Live updates · check-ins · in-moment posts	✓	✓	—	—	—	—

For most clubs and venues, this turns into two or three people doing 20–30 minutes a week each, instead of one person doing five hours. The work gets done, no one burns out, and the people closest to each part of the audience operate on the part of the portal that matters to them.

The roles, in detail.

Five roles cover most organisations. The Full Admin role belongs to one or two people — usually the marketing lead and the GM or CEO. The four functional roles below sit underneath them and handle the day-to-day.

FULL ADMIN

Everything. Stacks, push, sponsors, users, insights, settings. This is the role for the committee member, the marketing lead, or the club CEO — the person who owns the outcome of the platform.

CONTENT

Stacks and Insights. The content coordinator who's writing the articles, scheduling the videos, building out the Action Groups for next round. They see what's performing and they make the next thing better. They don't need to send pushes or see sponsor reporting.

NOTIFICATIONS

Push and Insights. The person who composes and schedules push notifications, and watches the delivery and open rates afterward. Often the same person as Content, but separated when push needs a specialist.

SPONSORSHIP

Sponsors and Insights. The partnerships manager who builds sponsor Actions, watches activation performance, and pulls the report for the renewal meeting. They don't touch content; they don't send pushes.

MATCH-DAY VOLUNTEER

Stacks and Push, limited scope. The volunteer in the press box updating live scores, dropping the half-time photo, pushing a final-whistle wrap. Time-limited access, role-limited scope.

PRO-TIP — SET UP THE MATRIX BEFORE YOU ONBOARD ANYONE

The two-minute exercise that saves a season's worth of access-control headaches: decide who gets what before you send the first invite. Most clubs that fail this end up with one person clinging to Full Admin while everyone else is locked out — and then that person burns out anyway.

Three habits the best-run clients share.

Watching across the clubs, venues and destinations getting the most out of Tiparra, the same three patterns show up. None of them are technical. All of them are operational discipline.

01 · TEMPLATE YOUR STACKS

Once you've built a Matchday Stack or a Trail Stack that works, clone it. Same structure, different content. The platform was designed to be re-used, not rebuilt. The clubs that try to design every weekend from scratch are the ones whose admin burns out by mid-season.

02 · BATCH YOUR WEEK

Set aside 20 minutes on a Tuesday to update content and schedule the week's notifications. Don't log in five times a day. The portal isn't a feed; it's a back-of-house. Treat it like the till count at the end of trade, not the inbox.

03 · READ THE INSIGHTS PAGE

If fans are tapping Player Stats and ignoring Club History, that tells you where to spend your limited time. Build for what the data shows, not what you assume. The Insights page exists so that the next week's content is informed by last week's behaviour, not by gut feel.

The clubs that do all three of these never come back asking "what should we post?" — they come back asking "what should we build next?"

The fastest way to find out.

The honest answer to "can your team actually run this?" is to try it yourself. No sales call. No calendar invite. Just the platform, in your hands, doing what we've described in this guide.

Tiparra's free tier gets you the admin portal and the Stacks to build a web-app version of your experience — the same building blocks that power the full native app on paid plans. You'll be inside the dashboard, building your first Stack, in about ten minutes.

WHAT TO BUILD FIRST

1. **A News Stack** with two Actions in it — one article, one push notification. The simplest possible content loop. Builds your confidence with the architecture.
2. **A Matchday or Event Stack** with three Action Groups inside it — pre, during, post. Don't over-build. Three or four Actions per group is plenty for the first one.
3. **One sponsor Action** — a branded poll, a check-in challenge, or a partner offer. This is the one you'll show in your next renewal conversation.

If you can build that — and most teams do, in under two hours of focused time — you can run the platform. Everything else is variations on the same three building blocks.

PRO-TIP — BUILD IT ON A TUESDAY

Pick a Tuesday afternoon. Block out two hours. Have your committee chair beside you. Build the News Stack, the Matchday Stack, and one sponsor Action. By the time you walk out, you'll know whether the platform fits your operation — and you'll have the start of something live.



08 · ABOUT TIPARRA

Your team can run this. That's the point.

Tiparra is a self-service platform for white-label mobile apps. We help organisations stop renting attention and start owning their audience — through a branded mobile experience built around their fans, visitors, patrons, members or students.

The admin portal is the place that experience gets built and run, by the people you already have. Stacks. Action Groups. Actions. Push. Sponsors. Roles. A free tier you can start in under ten minutes. A paid tier for the full native app when you're ready.

A fan app that needs a developer to update is dead on arrival. Yours doesn't.

WHAT TO DO NEXT

Spin up a free account. Build your first Stack. See the dashboard. When you're ready to take it to native and your full audience, we'll be here.

SEE PRICING AND START FREE

tiparra.com/pricing

Your app. Your channel. Your rules.