

# Competitive Analysis: LoveAdmin vs 360Player

## Positioning and Market Focus

### LoveAdmin

LoveAdmin positions itself as a **comprehensive membership-management platform** for community clubs, classes and event providers. It emphasises **reducing admin by up to 80 %** for clubs, expanding revenue via branded booking shops and shops, and providing robust business reporting. LoveAdmin charges a small setup fee and then a **3 % platform fee** on each online transaction; users pay only when they get paid<sup>[1]</sup>. Payment processing is handled through PayPal and GoCardless and offers instant card settlement for cash-flow, while direct-debit collections via GoCardless typically reach the organisation in **7–10 days**<sup>[2][3]</sup>.

### 360Player

360Player markets itself as an **all-in-one sports club platform**. It goes beyond administration to include training-planning tools, video analysis and player-development modules. The platform offers flexible pricing: the **Starter plan costs about US \$49 per month for a club**, while the All-In-One plan adds advanced performance modules for **about US \$3 per user per month**<sup>[4]</sup>. Unlike LoveAdmin, it doesn't publish transaction fees; instead, 360Player claims "**competitive payment fees**"<sup>[5]</sup> and in April 2025 added **Adyen** as a payment processor with transparent fees and advanced reporting<sup>[6]</sup>. Payments are processed through Stripe, Elavon or Adyen depending on region, and settlements usually occur weekly with a **delay of up to 48 hours** before funds are transferred to the club's bank account<sup>[7]</sup>.

## Grassroots Values and User Experience

Both platforms appeal to volunteer-run or semi-professional clubs that need to manage registrations, payments and communication without large admin teams. LoveAdmin emphasises **ease of use**, broad member self-service (JoinIn app), and **automations that chase late payers and send personalised messages**<sup>[8]</sup>. 360Player stresses **team performance and player development**; its admin functions are secondary to training tools. Reviews on GetApp note that 360Player is a **one-stop shop integrating forms, a website builder, an app and payment processing**, but the website builder can be limiting and switching between desktop and mobile is frustrating<sup>[9]</sup>. LoveAdmin reviewers praise the system for **saving time, excellent support** and reducing manual tasks but mention that the **mobile experience is clunky and there is no dedicated admin app**<sup>[10]</sup>.

## Feature Comparison

Feature	LoveAdmin	360Player
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Feature	LoveAdmin	360Player
<b>Payment processing &amp; fees</b>	Uses <b>PayPal</b> for instant card settlements and <b>GoCardless</b> for direct-debit collection. Charges a <b>3 % platform fee</b> per transaction (users only pay when they are paid)[1]. GoCardless payments reach the organisation in <b>7–10 days</b> [2] and LoveAdmin does <b>not pass on failed-payment fees</b> [11]. Pricing is transparent—transaction fees are typically <b>2.95 %–3.95 %</b> [12]. Admins can issue one-off invoices, log offline payments, cancel pending payments and manage credits.	Supports Stripe and Elavon by default and added <b>Adyen</b> in Apr-2025[6]. Clubs can offer one-off invoices, subscriptions and <b>instalment plans</b> [13]. Payments are settled weekly, with funds available <b>up to 48 hours after card networks settle</b> [7]. 360Player claims “ <b>competitive payment fees</b> ” but does not disclose percentages[5].
<b>Registration &amp; booking</b>	Provides a <b>fully branded booking site and shop</b> where clubs can sell sessions, camps, merchandise and memberships[14]. Users can create <b>custom registration forms</b> capturing medical info, emergency contacts and consents[14]. Advanced filters (location, coach, age) help parents find the right sessions. Supports wait-lists, trial bookings and automatic notifications to convert trialists to members[14].	Lets clubs <b>create products</b> such as summer camps, uniforms or training programs and attach registration forms[13]. Members register for try-outs and pay using a single button. Offers subscription or instalment payments and collects <b>99.6 % of fees on time</b> thanks to automated reminders[13]. Does not provide a standalone booking shop with custom branding.
<b>Contact/member management</b>	Centralises member data with GDPR-compliant controls and stores safeguarding info (medical data, emergency contacts, consents). Members have an online portal (JoinIn app) to manage personal details, consents, bookings and payments[15]. Administrators get real-time notifications of changes[15].	Maintains a contacts database for players, parents and staff. Billing contacts can be set up for parents or guardians[16]. Contact management is functional but not as detailed on safeguarding or consents.
<b>Communication</b>	Features an <b>email builder</b> with images, GIFs, attachments and	Provides <b>push notifications</b> and <b>direct messaging</b> (1-to-1 or

Feature	LoveAdmin	360Player
<b>tools</b>	<p>brand colours; templates can be reused and placeholders personalise messages[17]. Supports <b>branded SMS</b> and posts messages to the online portal. Provides over <b>40 automatic notifications</b> for late payments, bookings and renewals[17]. Administrators can track <b>opens and clicks</b> to measure engagement[18].</p>	<p>group chat). Coaches can share posts, videos or files with the team; messages can be sent to specific groups (goalkeepers, injured players, parents)[19]. Includes a club calendar that integrates communication; however, there is no advanced email builder with analytics.</p>
<b>Scheduling &amp; attendance</b>	<p>Offers an <b>activity calendar</b> showing sessions by colour-coded category and highlights limited spaces[20]. Administrators can mark attendance with statuses (attended, absent, ill, injured) and record medical and consent info directly in registers[20]. QR-code scanning speeds up attendance and flags participants with medical conditions or revoked photo consent[20].</p>	<p>Provides a <b>sports scheduling system</b> that manages multiple teams, fields and equipment, avoiding double bookings. Schedules are pushed to team calendars and can include video or statistics attachments[21]. Attendance is logged with a single click and stored on player profiles[21]. Does not include QR-code scanning or medical flags.</p>
<b>Team and event management</b>	<p><b>Team sports module</b> supports mobile-friendly player management. A <b>player availability checker</b> allows coaches to request availability and view responses in the team calendar[22]. Coaches can upload full fixture lists, filter events by squad and access player details and fees owed[23]. Coaches can send match fees, fines and reminders via email or SMS[24].</p>	<p>While 360Player's scheduling covers matches and practices, it does not offer an explicit availability checker or fee management for each match. The focus is on scheduling events rather than tracking fees for individual fixtures.</p>
<b>Class &amp; event management</b>	<p>Provides <b>flexible event billing</b> (single day or multi-day) and manages capacity, wait lists and age restrictions[25]. Payment</p>	<p>360Player lets clubs create products/events and collect payments but lacks dedicated event-promotion tools, capacity</p>

Feature	LoveAdmin	360Player
	<p>collection can be delayed until admin approval to confirm numbers[26]. Custom email and SMS promotions with images and GIFs help boost bookings[27]. Supports early-bird, multi-day, sibling and members-only discounts[28] and private event access[29]. Registers are automatically generated and financial reports track profitability and pending payments[30]. Card payments via PayPal settle instantly for venue hire[31].</p>	<p>management or discount engines. Its registration forms collect data but do not provide advanced discount structures.</p>
<b>Automation &amp; admin efficiency</b>	<p>Automation tools maintain cash-flow by retrying failed payments three times and automatically collecting recurring payments[32]. Customised notifications send welcome messages, reminders and personalised emails with placeholders[33]. Automations handle safeguarding (notify admins when medical details change)[34], pro-rated pricing for mid-month sign-ups, exclusive access for loyal members and automatic renewals[35]. Post-trial automations convert trialists into paying customers with reserved spaces and discounts[36].</p>	<p>360Player automates subscription billing and instalment plans[13]. Reminders help ensure 99.6 % of fees are collected on time, but there is little evidence of broader automation (e.g., customised email sequences, pro-rated pricing or trial conversion).</p>
<b>Business reporting</b>	<p>Provides <b>detailed financial reports</b> covering renewals, sales, payments and cash-flow[37]. Reports highlight outstanding and late payments and cancelled direct debits[38]. Administrators can view abandoned checkouts and follow up to boost</p>	<p>360Player provides financial reports via the Adyen/Stripe dashboards; the <b>revenue report shows gross amounts</b> and is updated instantly[43]. Transfers are delayed up to 48 hours and typically occur weekly[7]. Reports can be exported but do</p>

Feature	LoveAdmin	360Player
	revenue[39]. Session capacity reports identify underperforming classes for cancellation or expansion[40]. Communication reports show open, click and spam rates for each email campaign[41]. Users can take actions (send invoices or messages) directly from reports[42].	not integrate communication analytics or session capacity analysis.
<b>Websites &amp; online presence</b>	LoveAdmin's primary online presence is the <b>JoinIn booking site and shop</b> ; it does not offer a full website builder. Clubs often maintain separate websites.	360Player includes an <b>integrated website builder</b> that connects with the club's data: match results, stats and wall posts automatically update the website[44]. Advanced custom work is available for a premium fee. Reviews suggest the website builder is sometimes limiting and switching between desktop and mobile views can be frustrating[9].
<b>Training, video analysis &amp; player development</b>	Not provided; LoveAdmin focuses on administration and payments.	360Player excels in sports development. The <b>training planning tool</b> lets coaches build drills, illustrate exercises and organise a coaching library[45]. <b>Video analysis</b> allows collaborative tagging of players and creation of playlists[46]. <b>Statistics</b> provide insights such as when a team is likely to score or concede and monitor minutes played[47]. <b>Player development plans</b> generate tailored training, set goals and compare coach and player assessments[48]. These features differentiate 360Player from typical admin platforms.
<b>Mobile experience</b>	LoveAdmin offers the <b>JoinIn app</b> for members, enabling bookings,	360Player provides mobile apps for iOS and Android. Team

Feature	LoveAdmin	360Player
	<p>payments, real-time updates and managing personal information from a smartphone[49]. Administrators use a web-based interface optimised for mobile and tablet[50]. Reviews note there is no dedicated admin mobile app, and some find mobile usage clunky[10].</p>	<p>members can access calendars, chats, training sessions and video analysis through the app[21]. Reviews state the app integrates with Stripe seamlessly and acts as a one-stop shop[9].</p>
<b>Business support and onboarding</b>	<p>LoveAdmin emphasises <b>personalised onboarding</b>; its team helps set up accounts, import members and provides one-on-one training[51]. There is a small implementation fee because the team builds the system for you[52]. Support includes a help centre, email, phone and webinars.</p>	<p>360Player charges an onboarding fee (approx. £299/€299) but may waive it for the All-In-One plan[53]. Onboarding takes <b>1–4 weeks</b> depending on club size[53]. Support is provided via email, knowledge base and chat[54].</p>
<b>Data privacy &amp; security</b>	<p>Data is processed in compliance with <b>GDPR</b> and hosted on AWS[55]. Advanced permission controls and safeguarding features protect minors and handle consents[15].</p>	<p>Security is managed by payment providers (Stripe/Adyen). The platform provides safe communication through monitored chats between minors and adults[19] but does not mention GDPR compliance specifically.</p>

## Strengths and Weaknesses

### LoveAdmin Strengths

- Payment transparency and cash-flow:** Clear transaction fees (3 % platform fee plus ~3 % processing) and instant card settlements via PayPal mean clubs know exactly when funds arrive[1][2]. Automatic retries for failed payments and not passing on failed-payment fees help maintain cash-flow[32].
- Advanced registration & discount management:** Fully branded booking site with flexible forms, wait-lists, trial management and discount engines (early-bird, sibling, member-only)[28]. Clubs can delay payment collection until numbers are confirmed[26].
- Powerful business reporting:** Real-time financial reports, session capacity analysis, abandoned-basket follow-ups and email engagement metrics give administrators actionable insights[56].

4. **Automation across the member lifecycle:** Automates payment retries, reminders, welcome emails, pro-rated pricing, exclusive access and trial conversions[57]. This reduces manual workload and ensures consistent customer experiences.
5. **Strong communication tools:** Rich email builder with templates, branded SMS and more than 40 automatic notifications; administrators can track opens and clicks[17].
6. **Dedicated safeguarding features:** Stores medical info, emergency contacts and consents; flags participants with medical conditions or revoked photo consent during attendance[20].

## LoveAdmin Weaknesses / Gaps

1. **No integrated sports-performance tools:** LoveAdmin does not offer training planning, video analysis, statistics or player development modules.
2. **Limited website builder:** There is no full club-website builder; organisations must maintain separate websites or rely on third-party platforms.
3. **Mobile administration limitations:** While members have the JoinIn app, administrators use a web interface. Reviews mention **no dedicated mobile app** and that mobile usage can be clunky[10].
4. **Transaction fees:** The platform fee plus processing fees can be higher than some competitors; however, the fees are transparent.

## 360Player Strengths

1. **Comprehensive sports-development suite:** Offers training plans, video analysis, statistics and player development programmes, making it attractive to performance-focused clubs[45][46].
2. **Integrated website builder:** Clubs can create a site that automatically pulls data from the app (match results, stats, posts)[44].
3. **Flexible payment plans:** Allows subscriptions and instalment payments, plus product catalogues for camps, uniforms and memberships[13].
4. **Communication hub:** Built-in chat and push notifications support quick team communication and targeted group messaging[19].
5. **Mobile-friendly:** Dedicated iOS/Android apps provide scheduling, messaging and performance tools on the go[21].

## 360Player Weaknesses / Gaps

1. **Payment transparency:** Payment fees are not published, making it hard to compare costs[5]. Settlement times rely on external processors and can take up to 48 hours[7].
2. **Limited business reporting:** Financial reports focus on gross revenue and require separate reconciliation; they lack session-capacity analysis, abandoned-basket follow-ups or email engagement metrics[43].

3. **No advanced discount engine or wait-list management:** While clubs can create products, there is no evidence of automatic discounts, early-bird pricing or private access similar to LoveAdmin's system.
4. **Availability & fee management per fixture:** The platform does not include a player availability checker or match-fee requests, limiting its usefulness for grassroots team managers[58].
5. **Onboarding cost and time:** There is an onboarding fee (~£299) and setup can take 1–4 weeks[53], which may be challenging for smaller clubs.

## Key Differentiators & Gaps for Grassroots Clubs

- **Admin vs. Performance Focus:** LoveAdmin excels in automating admin and finances, making it well-suited for small clubs or community organisations that need to simplify registrations, payments and communications. 360Player differentiates itself with performance modules, appealing to academies and clubs that prioritise training and analysis. Grassroots clubs that don't require advanced analytics may find 360Player's performance tools unnecessary.
- **Payment Transparency:** LoveAdmin's clear transaction fees and immediate card settlements provide predictable income streams, while 360Player's undisclosed fee structure and longer settlement times could be problematic for cash-strapped grassroots clubs.
- **Event & Discount Management:** LoveAdmin offers comprehensive discount structures, wait-lists and event-specific billing, enabling clubs to run camps and competitions profitably. 360Player lacks these granular controls.
- **Reporting & Insights:** LoveAdmin's robust business reports help clubs identify underperforming sessions and track communication engagement, supporting data-driven decisions. 360Player's reporting is mostly transaction-focused, leaving clubs to use external tools for deeper analysis.
- **Website and Branding:** 360Player's integrated website builder adds value for clubs without a site, though user reviews mention it can be limiting[9]. LoveAdmin instead offers a branded booking shop but not a full website builder.
- **Mobile Experience:** 360Player provides a native mobile app for both players and administrators, while LoveAdmin's admin functions are web-based; this could affect coaches who manage sessions from the sideline.

## Battle Cards

### LoveAdmin vs 360Player (Key Talking Points for Sales & Marketing)

Aspect	LoveAdmin advantage	360Player advantage	Recommended messaging
<b>Target customer</b>	Clubs seeking a reliable admin and finance platform;	Clubs that value player development and	Highlight that LoveAdmin removes admin headaches so

Aspect	LoveAdmin advantage	360Player advantage	Recommended messaging
	community organisations that prioritise ease of use, automation, cash-flow transparency and compliance.	<b>performance analysis</b> alongside admin functions.	volunteers/coaches can focus on sport, while still offering competitive payment options. Acknowledge 360Player's performance modules but position them as unnecessary for many grassroots clubs.
<b>Payments &amp; cash flow</b>	Transparent 3 % platform fee and clear processing rates[1]; instant card settlement; direct-debit funds received within 7–10 days[2]; automatic retries and no failed-payment fees[32].	Flexible instalment plans and subscriptions, but fees undisclosed[5]; settlements delayed up to 48 hours[7].	Emphasise LoveAdmin's predictable costs and faster access to funds. Position 360Player's unknown fees and slower settlements as riskier for cash-conscious clubs.
<b>Registration &amp; event management</b>	Branded booking site with advanced forms, wait-lists and discount engine[14][28]; ability to delay payment until numbers confirmed[26].	Registration forms and product catalogues, but no discount or wait-list tools[13].	Stress the ability to tailor registration processes and pricing to maximise attendance and revenue. Suggest that 360Player's simpler forms may limit event profitability.
<b>Communication &amp; engagement</b>	Rich email builder with SMS and over 40 auto-notifications; engagement analytics[17][18].	Push notifications and group chats[19].	Present LoveAdmin as more professional for marketing and retention. 360Player's chat is useful for teams but lacks marketing capability.
<b>Reporting &amp; insights</b>	Comprehensive financial and session reporting with actionable follow-up and communication	Basic transaction reports; no built-in capacity or engagement analytics[43].	Position LoveAdmin as enabling data-driven growth. Suggest that clubs using 360Player might need additional

Aspect	LoveAdmin advantage metrics[59].	360Player advantage	Recommended messaging
<b>Performance &amp; training</b>	Not offered.	Advanced training, video analysis and player development modules[45][46].	Acknowledge 360Player's unique performance features. Offer LoveAdmin as a complementary admin system if clubs choose not to pay for performance extras.
<b>Mobile &amp; website</b>	JoinIn app for members; admin via responsive web; no full website builder[49].	Native mobile apps for all users and integrated website builder[44].	Recognise 360Player's mobile advantage; emphasise LoveAdmin's straightforward member app and highlight that clubs can integrate existing websites while using LoveAdmin for bookings.
<b>Support &amp; onboarding</b>	Personalised implementation with one-on-one training; ongoing phone and email support[51].	Onboarding fee and 1–4-week setup[53]; support via chat/email.	Emphasise LoveAdmin's hands-on support and short learning curve. Contrast with 360Player's onboarding fee and possible waiting period.
<b>Price &amp; value</b>	Platform fee only when paid; unlimited members; typical processing rates around 3 %[1].	Starter plan US \$49/month, All-In-One \$3 per user; undisclosed payment fees[4].	Position LoveAdmin as cost-effective for small clubs because of pay-as-you-earn pricing. Acknowledge that 360Player's subscription may scale unfavourably for large rosters.

## Conclusion

For community clubs prioritising **administrative efficiency, predictable cash-flow and flexible event management**, **LoveAdmin** is an excellent fit. It offers granular control over payments and registrations, powerful reporting and automation, and professional communication tools. **360Player** stands out for clubs that need **training-oriented**

**features** like video analysis, statistics and player-development plans. However, its payment fees are opaque and settlements slower, its event management and reporting are less advanced, and there is an onboarding cost. Grassroots organisations should weigh whether performance modules justify these trade-offs. In many cases, LoveAdmin provides a more focused, transparent and cost-effective solution for managing the lifeblood of a club—memberships, payments, and everyday administration.

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