



## Lollapalooza Pushes “Pause” and “Play” to Keep the Music Rocking

### Lollapalooza’s Objectives

- Drive attendee engagement with a one-stop information source
- Boost communication effectiveness by driving users to the app

Every year, more than 100 artists and 100,000-plus fans descend on Chicago’s Grant Park for the Lollapalooza festival. With multiple stages and musical styles including alternative rock, hip-hop, punk and heavy metal, attendees need to know where to start and where to go next. Concert organizers used push notifications in their event app to keep attendees informed.

The Lollapalooza app provided a comprehensive guide to the festival, including maps, social tools, detailed set information and the ability to create a customized schedule. Organizers used push notifications to announce giveaways and contests, keep attendees informed of major schedule changes and alert users when their self-selected favorite performers were taking the stage. Organizers also used location segmentation paired with push notifications to distribute surveys to those who had just visited events.

With such high push notification opt-in rates, Lollapalooza could rely on push notifications as an emergency communications channel. When a major thunderstorm approached on one of the festival days, concert organizers sent out an emergency push notification to get



*Push notifications ensured that even a dangerous storm would not stop the fun.*

### RESULTS

 **90%**

Opt-in rate for push notifications.

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*“During the festival, most users were opening the app 15 times a day. There weren’t many people walking around with a paper map, because the mobile app does such a great job of providing users with information.”*

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all attendees safely out of the venue and then bring all attendees back in once the danger had passed.

The immediacy of push notifications enabled organizers to move thousands of people and get the concert started again swiftly. Without push notifications, it would have been an uphill battle to bring everyone back in time to finish the day’s festivities.

“For large events, you may have sponsors who have spent hundreds of thousands of dollars. If you need to deliver messages inviting participants to drop by a sponsor’s tent for a giveaway or some other event, you need to know it will be delivered when push notifications are used. Urban Airship’s mobile engagement platform provides the reliability and certainty that business requires.”

*Ben West  
Co-founder, Eventbase*

“Seeing the majority of fans in the park reach for their phone as you click ‘send’ is a huge power trip. No other marketing channel can reach our fans that quickly and completely. We’re careful never to abuse that trust, and only send them information they would want to receive.”

*Eric Klein,  
Research and Development Director, C3 Presents*