



At the Olympics, Location is Essential to Logistics and Great Experiences

Olympic's Objectives

- Support event logistics by creating a one-stop source for all the information spectators needed to enjoy the games, filtering new information based on the user's location
- Spur deeper engagement by creating an app that allowed visitors to track the progress of the Olympic Flame as it made its way across Britain

At the world's most visible event, attracting thousands of athletes, millions of fans and involving dozens of venues, it's important to manage the crowds to ensure attendees have an experience they will cherish forever. London Olympics event managers used the power of location segmentation to enhance the event for every attendee.

London Olympics organizers worked with app developer Eventbase Technology (formerly Xomo), an Urban Airship partner, to create the app "Join In." The app served up rich content and information based on users' locations, including detailed maps for 32 Olympic venues and listings of more than 40,000 events.

Urban Airship made this sea of data easily understood by adding location segments in the app. With this feature enabled, visitors could navigate London to find event venues and even bypass the inevitable traffic snarls. As an added bonus, visitors could follow the Olympic torch with the "Torch Tracker" feature for a chance to see it live, engaging them in a uniquely mobile experience.



Geolocation-based push notifications improved logistics and delivered unique event experiences.

RESULTS

↑ 10x

Greater response rate than email.

↑ 60%

Opt-in rate for location tracking.

↑ 60%

Open rate for push notifications.

Combining deep information about the event with location-based context improved the visitor experience and reduced the need for customer service. Organizers also used Urban Airship's mobile engagement platform to send location-based push notifications to distribute surveys to those who had just visited events.

Narrowly defining location made it possible to visually prove the power of push notifications and mobile engagement. As part of the opening ceremonies, organizers sent a push notification to only those fans in the main stadium. As 50,000 push notifications hit smartphones at once, the stadium was suddenly alight—and organizers created yet another unique experience.

Public transportation played a pivotal role in getting millions of spectators to and from Olympic venues, and the app included up-to-date routing information and live travel alerts for any problems affecting public transit. Fans could share their location with friends through the app, arrange meeting points and unlock special Olympic badges using location-based check-ins.

The Torch Tracker enabled users to choose the best place to see the torch by browsing a detailed route map for each day of the relay, which included over 1,200 route segments with street-level detail and a search-by-postal-code option. The Olympic Torch Relay was as much about touching all of Great Britain as it was about featuring the inspirational stories behind the torchbearers. The app included a directory of the participants in each leg of the torch relay so fans could cheer them on, including their

personal profiles, Twitter handles and nomination stories.

Fans who used the app and attended the opening ceremony received a geo-targeted push notification that included a close-up image of the Olympic Cauldron as a souvenir.

Push notifications created another memorable experience: all Join In app users received a simultaneous push notification on July 27 at 8:12 a.m. It asked users to literally shake their phones, revealing a bell tone hidden in the app. Collectively, tens of thousands of phones created peals to rival Westminster Abbey.

Developed by Eventbase with design assistance from digital agency Dare, and with push notification and geolocation capabilities by Urban Airship, the app was available for Android, iPhone, iPad and BlackBerry.

The Join In app was featured on the homepages of Google Play, iTunes App Store and BlackBerry App World. It received an average rating of 4.5 stars and was awarded "Best Consumer Mobile App" in the UK at the Appster Awards.

Watch a video demonstration of the Join In app: <http://tinyurl.com/joininapp>.