



Sprint Goes for the Goal at Copa América with Mobile Wallet

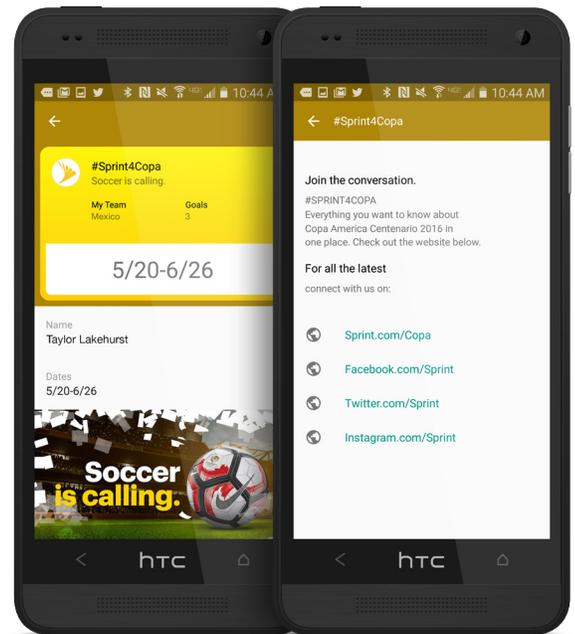
Sprint's Objectives

- Elevate Sprint's major sponsorship of the 2016 Copa América Centenario, with an innovative mobile sweepstakes experience – no app required
- Reach and communicate with soccer fans in a highly impactful way throughout the tournament, connecting sweepstakes entrants to the broader world of Sprint and Copa

As a major sponsor of the 2016 Copa América Centenario, Sprint helped celebrate fans' passion for soccer in the tournament's 100th year, which was held for the first time ever outside of South America in 10 locations across the United States.

As part of the sponsorship, Sprint's sweepstakes offered the chance to win daily prizes, including TAG Heuer Watches, Nike Soccer Gear, Samsung Electronics and even soccer memorabilia signed by star David Beckham. For the grand prize, Sprint gave away a VIP trip for two to the final game of the series, held at MetLife Stadium in New Jersey.

To fulfill both short- and long-term customer engagement objectives, Sprint enabled sweepstakes participants to download a personalized mobile wallet pass powered by Urban Airship Reach. Leveraging Reach with Apple Wallet and Android Pay offered an ideal solution for Sprint to engage with soccer fans in a highly visible way and on a short timeline – from conception to execution, the mobile wallet campaign only took three weeks.



Sprint used Urban Airship Reach to give sweepstakes participants an innovative mobile experience without requiring an app, by using a mobile wallet pass.

RESULTS

35,000 passes

More than 35,000 passes downloaded during the tournament.

>1%

Less than 1% uninstall rate for the passes, which speaks to mobile wallet's potential as an ongoing messaging channel for Sprint.

“We saw an uninstall rate of less than 1%, which speaks volumes given the amount of messaging we sent throughout the tournament and demonstrates that those downloading the pass formed a qualified and engaged audience base.”

*Luis Martinez,
Digital Lead of Multicultural Marketing, Sprint*

“In the short-term, we hope to add value to the sweepstakes and the Copa experience via fans’ mobile wallet,” said Sprint’s Digital Lead of Multicultural Marketing Luis Martinez. “In the longer term, we hope to create a new marketing channel, targeting soccer fans with relevant messaging and offers, ultimately designed to move the passholder down the funnel to conversion.”

To participate in the sweepstakes, users simply registered at Sprint’s dedicated Copa website and named their favorite team, earning them additional sweepstakes entries based on the number of goals their team scored throughout the tournament. Entrants were then given the option of downloading a personalized mobile wallet pass and/or opting into to email communications from Sprint.

According to Martinez, “We actually had more sweepstakes entrants install the mobile wallet item than opt in to other forms of communication, which shows the potential receptivity of this medium on the part of the customer for continuously communicating with them on mobile. We’re just getting started with our understanding of the impact mobile wallets can drive for the customer and our business, but we’re already seeing value.”

Sprint’s Copa wallet pass served as a highly visible way to engage sweepstakes entrants throughout the tournament. Images on the front of the pass updated before each game, while the back of the pass included links to Sprint’s dedicated Copa website and Sprint’s social channels where various activities also earned extra sweepstakes entries. Apple Wallet passholders also received lockscreen reminders an hour before matches started, and Sprint enabled its customers to watch every match live for free with no data charges when they sign up for the fuboTV app (after 60 days, pay \$9.99/mo plus data usage).

Retention rates for the mobile wallet pass were extremely high. “We saw an uninstall rate of less than 1%, which speaks volumes given the amount of messaging we sent throughout the tournament and demonstrates that those downloading the pass formed a qualified and engaged audience base.”

Martinez noted that his team is exploring smart ways to use the pass in the future, which may involve leveraging users’ affinity for soccer and their location to invite people to experience Sprint’s reliability, which is now within 1% of Verizon’s for half the cost.

Martinez concludes: “I’ve definitely crossed the threshold in understanding the value of mobile wallets as a digital marketing channel. The agility, flexibility and visibility mobile wallets offer should get any marketer excited.”