



Canucks' user-first mobile strategy keeps fans engaged, connected with their team

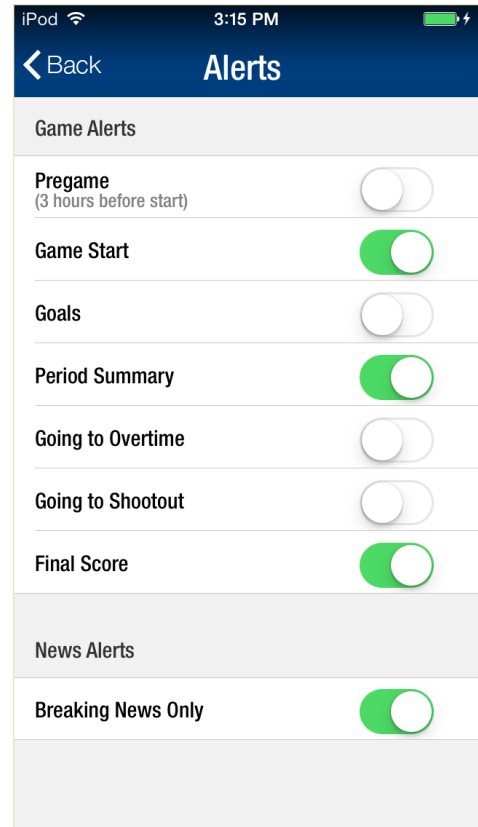
Vancouver Canucks' objectives:

- Establish deeper connection between the team and their global fan base
- Deliver live updates and exclusive content through push notifications

Sold out arena for your team's match of the season and don't want to miss the action? Vancouver Canucks hockey fans never have to worry about missing out on game activity. Thanks to the Canucks app, they can feel like they're at the arena by receiving the latest team news, game updates and promotional content on their team. Hoping to establish a deeper connection with their global fan base who may not be able to attend sold-out games, the team partnered with Atimi to create the app.

Atimi sought to bring an all-encompassing experience to Canucks fans with exclusive content, live updates and a permanent connection to the team. Atimi and the team saw value in push messaging as an effective way to deliver content. Atimi first attempted to create their own messaging infrastructure, but quickly saw problems building a scalable platform, as the Canucks estimated a target of 100,000 downloads.

Urban Airship helped Atimi bring the "We are all Canucks" experience to hundreds of thousands of fans' mobile devices across the globe through Urban Airship's high performance push messaging platform. The team notifies fans of opportunities to watch



The VA Canucks' highly customized app preference center allows for users to tailor what kind of alerts they'd like to receive.

Results

↑ 600%

Increase in expected downloads

↑ 90m

Push notifications delivered to fans on mobile devices



WHAT OUR CLIENT SAYS ABOUT OUR SOLUTION

“We use the Push Composer to keep content fresh, but we make sure to not over announce. With our preference center **we let fans choose exactly what kind of updates** they want, so we aren't sending a push for everything the team does. **We just send what people want to hear.**”

—Trevor Westerlund, Sales Manager, Professional Sports, Atimi

pre-game videos, live feeds of practice, and other newsworthy events in addition to delivering real-time game updates. Push messaging also allows for fans across the globe to receive real-time news and game updates to unfold as they happen, as well as city-specific messaging for last-minute ticket sales and stadium events.

The Canucks app also employs an extensive preference centers to ensure that every push is welcome and pertains only to each individual fan's interests. This gives fans the opportunity to personalize and control their messaging experience, leading to a greater sense of value and a deeper connection with the app. The Canucks marketing team combines the preference center with Push Composer to message additional content like pre-game streams, promotional events, and ticket sales to their fans, then gauges its success through Urban Airship Reports and social media response.

Push notifications were essential to growing the fan database over the 2011-2012 season. The ability to segment groups from the database and cater messages specific to

each user's preferences paved the way for the right push strategy that appealed to fans.

The reaction was astounding—not only did the team exceed their expected downloads by 600%, but over the course of the season the Canucks sent out over 90 million targeted push notifications to fans and grew their opted-in fanbase by 56%. Moving forward, the Canucks plan to use Urban Airship's location messaging functionality to offer city-specific messaging and rich push notifications with photos, embedded links, and other multimedia to ensure every one of its fans feel that they are all Canucks.

“Teams are becoming very concerned with fan engagement—not necessarily for people at the stadiums, they're always full—but for people who can't be there. Push lets those fans watch the game unfold.”

—Scott Michaels, Partner, Atimi