



Washington Capitals delivers instant scores, updates to fans

Washington Capitals' objectives:

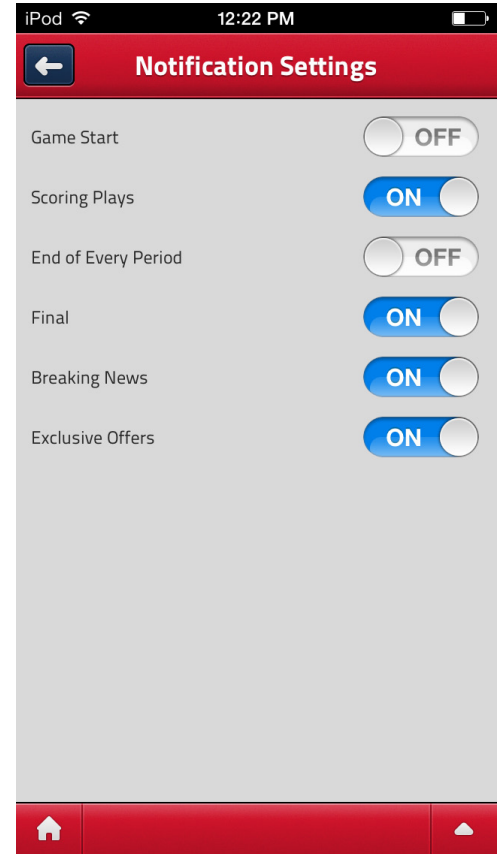
- Deliver real-time push notifications to Washington Capitals fans on their mobile devices
- Allow users to customize types of push notifications they receive through implementing a dedicated preference center

Dedicated sports fans revel in knowing the most up-to-date, current information on their teams day in and day out—even when they can't watch the game. They want to know what their team's stats are, what player scored the last goal in the ongoing game and any player trades that may be made.

The Washington Capitals hockey team wanted to give fans just this, and provide a rich experience even when they can't be in the rink watching live. Joe Dupriest, VP and CMO of the team listened to the Capitals' supporters when working to devise their app strategy. "Live updates were a feature that a lot of fans were asking for" explains Dupriest.

Knowing that real-time notifications were key, the development team searched for an automated solution that could stream game information directly to their fan base. The Washington Capitals also needed a solution that would allow them to monetize the app with future concession and ticket sales and fantasy games.

They first considered an SMS solution, but that required building and automating a system to deliver the score feed to fans. The Caps decided this would be too much of a strain on time and resources, and instead



The Capitals' team app allows fans to choose the types of notifications they'd like to receive to stay engaged with their team.

Results

↑ < 50%

Increase in daily fan visits to the app during the Capitals season

↑ 300%

Increase in unique visits over six months after implementing push



WHAT OUR CLIENT SAYS ABOUT OUR SOLUTION

“With Urban Airship’s **push messaging and automation** technologies, no one has to write anything—the statistics come through in a live feed which triggers a push, so information is **delivered immediately** to our users. It’s the **best experience** possible for our fans.

—Joe Dupriest, VP and CMO, Washington Capitals

searched for a solution that was easy to implement and readily scalable.

By implementing Urban Airship’s push messaging and automation technologies, the Washington Capitals mobile app team created a system that draws information from the official league feed and delivers it in real-time directly to users’ devices.

A preference center within the app allows fans to choose exactly what news notifications they’d like to receive, like end of quarter alerts, scoring plays, breaking news, or final scores—even if they can’t watch the game live. This preference center allows for more targeted messaging as fans receive push notifications that are tailored to the types content they want to receive.

By keeping dedicated fans in the loop, the Washington Capitals are providing great service and utility to their users—over 50% of fans visit the app on a daily basis during the season. Push messaging has caused the number of daily unique visits to the app to rise by over 300% in just six months.

By choosing Urban Airship, the stage has

been set to provide concession and ticket sales, social discussion features, and rich media for an even more exciting game experience for Washington Capitals fans .

“We knew the way that technology was going and we could see that push notifications are the new way to reach your audience in a timely, effective and mutually beneficial way.”

—Joe Dupriest, VP and CMO,
Washington Capitals