



## URBAN AIRSHIP FOR SPORTS

Whether fans are attending an event at your venue or following that event live, digital channels are an integral part of their experience. Urban Airship's platform helps you connect with fans in a personalized way at the right moments — to drive more revenue and deepen their loyalty. Create an orchestrated experience with messaging that reaches your fans on any device and any channel.

### **INTEGRATE DIGITAL ENGAGEMENT INTO THE LIVE, IN-VENUE EXPERIENCE**

Send timely offers and information that enrich live experiences from the time fans start getting ready for the game. For example, send pre-game offers to encourage them to eat at the venue. Send beacon-triggered notifications about open parking spaces or mobile wallet passes for coupons to be used during the game. Personalized wallet passes can give fans a way to track statistics or participate in in-venue contests, without having to install your app. With Urban Airship AI-powered orchestration, you can send these messages to each fan's preferred channel, or the channel where they were last active.

### **LEARN MORE ABOUT FANS WHILE THEY'RE AT YOUR EVENT**

Urban Airship data solutions help you learn more about your fans while they're at your event by capturing their preferences and behavior in real time as they interact with

your app. Our open architecture can send this real-time user-level data to CRM systems, customer data platforms, data warehouses, data lakes, and more without requiring costly integration work.

### **IMPROVE PARTNER ACTIVATIONS**

Increased digital engagement during a live event also means more chances to incorporate sponsors in the action. For example, you can create contests or special offers through your mobile app or using mobile wallet passes that fans receive by scanning a QR code on your video screen. By digitizing these offers, you can also give your sponsors more insight into campaign success.

“Data will be key to continue to augment the fan experience.... As the Cavaliers continue to pilot new, innovative technologies and explore how they might fit into our fan-first strategy, data will continue to be front and center for both in and out-of-arena growth.”

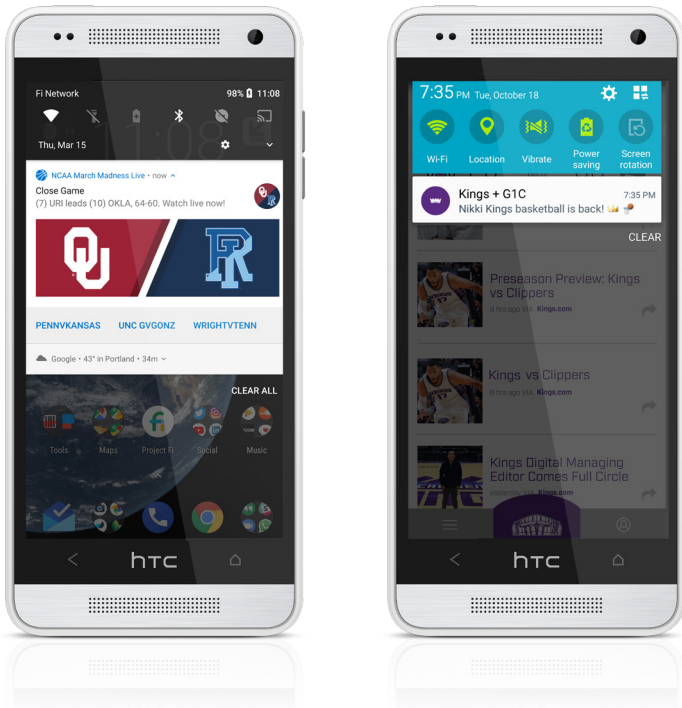
Damion Chatmon, Director of Emerging Technology  
Cleveland Cavaliers



US Tennis Association saw a **32%** average response rate for highly targeted push notifications with last-minute ticket offers.

## INCREASE ENGAGEMENT WITH FANS — ANYTIME, ANYWHERE

Before, during or after an event — whenever and wherever fans are interacting with you — Urban Airship's solutions help you pinpoint individualized interests for more targeted messaging. Our automation capabilities mean you'll always be able to send fast, personalized notifications relevant to what your fans care about most.



*NCAA and The Sacramento Kings use a variety of engagement channels to keep fans engaged at gametime and beyond.*

## ORCHESTRATE TICKET PROMOTIONS

With Urban Airship, you can design multi-channel campaigns to increase response rates to time-sensitive promotions like last-minute ticket sales. Set priority channels to get the same message out on the most effective channel to which each fan is opted in. Use location data to send last-minute offers — or offer seat upgrades to loyal fans as they enter the venue.

## USE YOUR EXISTING MARTECH STACK, PLAN FOR THE FUTURE

Use our segmentation and automation engines to trigger personalized messages on any channel in your stack (like your existing email service provider). Or use your CRM data to drive segmentation of messages sent through Urban Airship channels. Our open architecture and APIs also mean that you can easily apply Urban Airship capabilities to any new channel that pops up — from voice to connected cars.

## DIGITAL ENGAGEMENT AT GAME-DAY SPEED

Urban Airship has deep expertise in delivering billions of customer interactions at the speed of a global television broadcast. Our platform can ingest data from virtually any source in real time and use that data to create relevant experiences for individual fans on any digital channel, to increase engagement and loyalty.

Urban Airship digital wallet passes see up to **98%** retention rates, giving you an ongoing engagement channel — no app required.



**Get a personalized demo** and learn how to put Urban Airship to work for you.