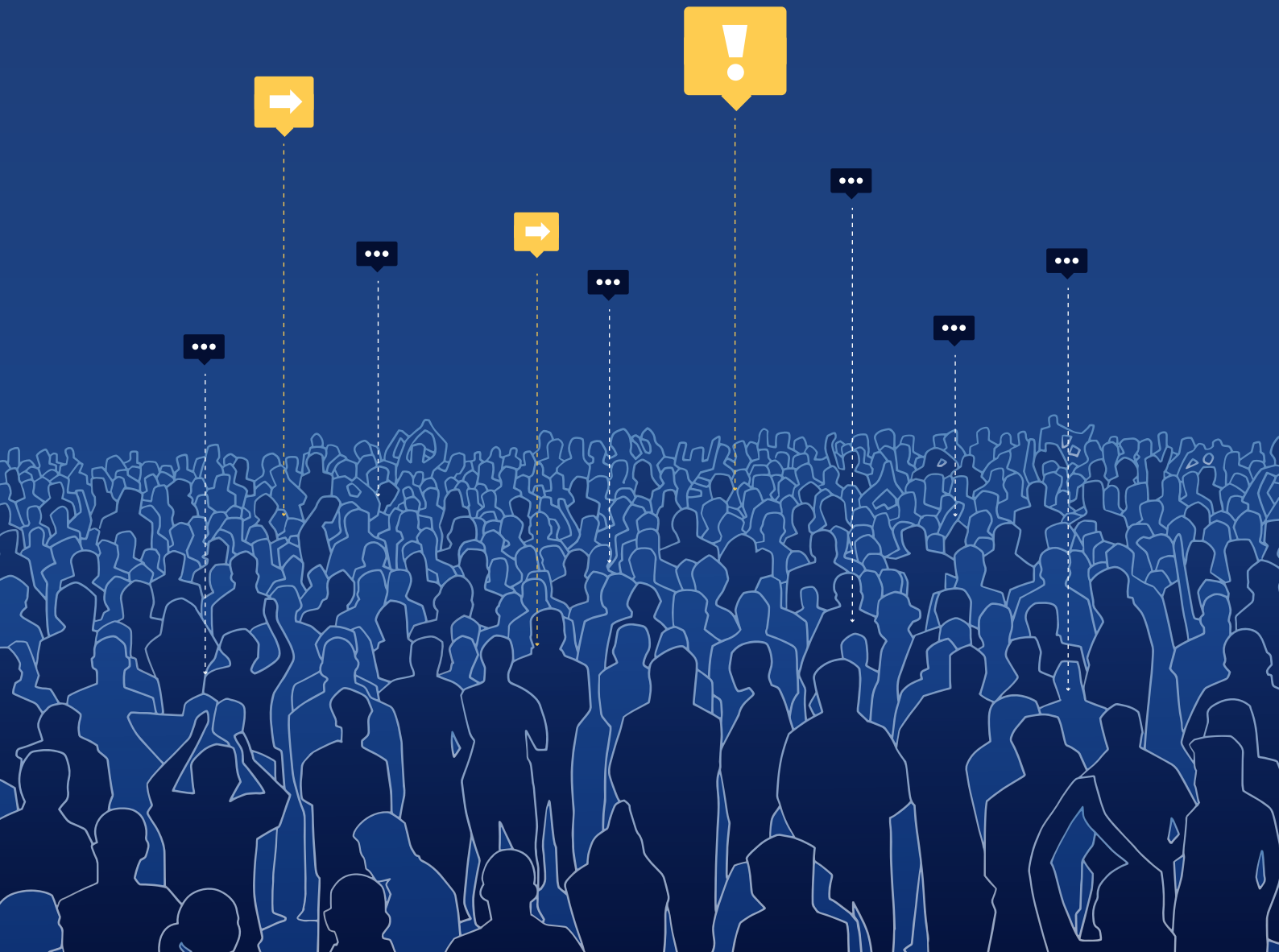


The secrets of push messaging success

HOW LIVE EVENTS ARE USING TARGETED MESSAGES TO ENRICH THE VISITOR EXPERIENCE

crowdconnected



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It's over ten years since events such as music festivals began providing their visitors with a mobile app, driven by Apple's game-changing iPhone.

Today the mobile app has become a standard accompaniment, valued by the audience who rely on it to provide an ever more immersive live experience. Before, during and after the event, the app has become so much more than just a schedule or a map. It's become a multi-functional personalised guide.

That's because apps are becoming smarter at delivering exactly the content attendees need. At precisely the moment they need it. The focus is on enhancing their experience. That could be by surprising and delighting attendees into discovering things they were unaware of, or by delivering timely, contextual information as to what's going on.

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So, if it is to genuinely augment the physical experience, digital engagement must provide this value enhancement. Communications that add, not detract.

Sometimes context is easy to deduce from the here and now. If someone is located centre front of the main stage and the headline act is about to start their set, we can safely deduce why they are there. But often context requires additional insight. Not only of someone's current location but also where that person has been and where they might be heading.

Our Colocator platform does just that. It provides the toolset to build location-based audience segments. It enables curation, scheduling and delivery of highly targeted messaging campaigns. In combination this brings a new level of precision to mobile push notifications.

In the past two years it has been used by 100+ events in over 15 different countries. That has given us unrivalled insight into how leading events are using location-based push messaging.

In this ebook, we look at a range of different message scenarios. We cover best practice, real-world examples of successful campaigns, and the pitfalls of getting it wrong. This is a practical guide for anyone in the live event industry who wants to enhance their mobile communications.

We've chosen messages that illustrate how events are communicating with attendees for:

- **Information** – practicalities and logistics.
- **Recommendation** – aid discovery, drive footfall.
- **Promotion** – new angles for commercial partners.
- **Safety** – incident response, emergency messaging.
- **Feedback** – in-the-moment surveys.

But the best examples arguably all share one common theme. They successfully enrich the customer experience.

Through these tightly targeted communications, event management teams are demonstrating how to provide relevant and timely content. And in so doing, truly weaving the digital with the physical.



What we mean by targeted push notifications

Push notification messaging can be traced back to Blackberry's use of it as early as 2003 to alert users to a new email. The technology became mainstream when Apple launched their push notification service in 2009. Android followed a year later. Ever since, push notifications have changed the way the world interacts with smartphones, and the ecosystem of software programs better known as apps.

By targeted push we mean a new generation of notifications – messages that are precisely targeted based on the recipient's current and historic location. In other words, based on their personal journey through the physical environment. That's very different to blanket messaging sent to all users at a predefined time.

Our Colocator platform provides the complete tool set to build audience segments based on someone's location profile, as well as to compose, schedule and send push messages to these segments.

Colocator provides much more than a simple geo-fence (which is often limited to just someone entering or exiting an area). And it doesn't rely on a single underlying technology like Bluetooth beacons, which have their own limitations.

Colocator enables, for example, a message to be triggered to a festivalgoer recommending a visit to see a certain artist based on the bands that person has seen previously. Or to guide the visitor to a bar or toilet with a shorter queue. Or to direct the attendee back to the taxi drop-off/pick-up point, where they arrived.

This precision targeting enables an unprecedented level of personalisation, connecting the in-app and in-person experiences. Which, unsurprisingly, has a dramatic impact. Research carried out in 2016 suggested push notifications sent by behavioural triggers receive up to 800 percent more opens.



Improving the Welcome (and Farewell) Message

We start with the plain and simple. This is perhaps the most obvious location-based push notification for an event. So unsurprisingly it is almost universally adopted.

Triggered on arrival at or departure from the venue, a well-crafted message will be on brand. It is designed to heighten the attendee's mood. But it can also impart valuable information.

A greeting message might highlight last minute changes or additions to the schedule. Information which isn't relevant to non-attendee app users. For example, for those individuals who are not ticket holders for the day.

Providing instructions specific to someone's arrival at different locations (e.g. parking, campsite, security clearance) is clearly valuable. Goodwood Festival of Speed provide a good example. They use targeted messaging to recommend app users drop a pin on the in-app map to mark the location of their vehicle in the car park.

Some events take these welcome messages a step further, curating a series of different greeting messages for arrival at the nearby train station ("almost there now"), arrival at the entrance gates ("come on in"). Or welcoming to different zones within the venue.

Others used a time-slice approach, triggering different messages

depending on whether app users were earlier or later arrivals. Or sending a “welcome back” message, but only to attendees returning on Day 2 and who had been there on Day 1.

By using mobile engagement tools like Colocator, event organisers can ensure the message is only delivered once. Even if an attendee repeatedly comes and goes.

At the end of the day, a timely ‘thanks for coming/have a safe trip home’ can be triggered on exit. As we illustrate in section #2, this can incorporate specific advice dependent on the mode of departure transport.



Why you should use message targeting

We live in a digital era where mass communication – “one to all” – is increasingly outdated. Personal configuration of online media and services is taken for granted. Control has shifted to the consumer.

Consequently, we expect to receive communications that are tailored. To our preferences, to our context, to our identity. By definition, targeted to us. Personalised. We expect to receive the information we want, when and where we need it.

Competition for the consumer’s attention is fierce. From an event organiser’s perspective there is pressure to deliver an ever increasing volume of communications. That translates into a risk of information overload for attendees. So targeting communications is critical for any event seeking to improve the attendee experience.

Location-based targeting can be combined with other types of audience segmentation for message targeting. Typically, that might be other data such as demographics or transactional data. For an event it might be visitor type (e.g. VIP versus general admission, or exhibitor/trader versus public) or other relevant information about the person (first time versus returning visitor).

The obvious rationale for precision targeting is that the message is much more likely to be well received. Making the message both timely and relevant increases the probability of a positive response. That means messaging that yields better results. These results can be measured by recipients taking a certain course of action. Or by them demonstrating enhanced engagement.

Conversely, untargeted messaging is increasingly viewed as “spam” – irrelevant and





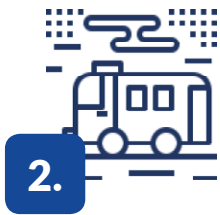
potentially irritating. Ultimately junk. Indeed, if the message was delivered by email that's where it would end up – in the junk folder.

The danger of sending untargeted communications is negative impact. When it comes to push messages, that could take several forms.

A message could actually have the opposite effect of the desired outcome. For example, it might make people less likely to follow a suggested course of action.

This 'turn-off' could have further undesirable ramifications. The recipient may simply ignore not only the message in question but also subsequent communications. Or the 'turn-off' might be made permanent by the user disabling push notifications entirely.

Which is why message targeting is essential. As is measuring message impact, which we cover separately on page 17.



Tackling Transport

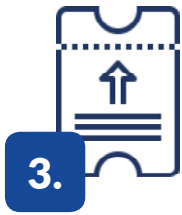
The whole event experience starts with the journey from home. Getting to (and from) the venue can often be something of a challenge. The event experience itself can be positively or negatively impacted, whether you are in a car or using public transport.

Canny event organisers use targeted notifications to keep attendees abreast of pertinent info. They avoid blanket notifications that might otherwise be wholly irrelevant – and therefore a possible irritation – to 90%+ of recipients. After all, do you really need to know about Car Park 1 if you are arriving by foot?

Segmenting app users based on their modes of transport enables, for example, messages informing attendees of transit times between a nearby transport hub and the venue, triggered on arrival at the transport hub. Or directions of where to park if the main car park is full.

Moreover, if you know the transport used to arrive, you can provide timely, useful advice when it's going home time.

At the Coachella festival, the digital communications team provide an excellent example of this. At the end of each day, messages are sent specifically targeting those who arrived via Uber taxi drop-off areas with notifications highlighting the best route back to the Uber pick-up locations.



Queue Busting

Queues are bad for everyone. For attendees, there's little enjoyment from being stood endlessly in line. For organisers, long queues mean less time for visitors to consume and spend.

Along with the weather (see #5 below) time spent queuing has probably the biggest impact on an attendee's overall experience at an outdoor event.

There are plenty of logistical challenges for event organisers. Efficiently managing attendee access to the myriad of facilities is a significant one. Whether that is stage areas, food courts, campsites, bars, toilets or event mobile phone charging stations.

Here targeted mobile messaging can make a difference. That might be a timely notification that a certain facility is at capacity (targeted to those in the vicinity of or on the way to a location, but not inside). Or directing attendees to a similar facility with a shorter queue.

For food and beverage ordering, cashless transactions really speed up queues. Advertising the acceptance, for example, of Apple Pay, Android Pay or other electronic payment facilities such as Masterpass or Payconiq is an obvious move. A message triggered as people commence queuing can be very effective.

With in-app ordering increasingly available, location-based messaging can also be used to direct individuals to either the nearest collection point, or even the one with the shortest wait time.



Driving Discovery

The exact opposite of the queue is another challenge for large scale event organisers: the undiscovered, deserted backwater. Festivals go to great lengths to provide a wealth of entertainment. There's an awful lot on offer, often spread across a large site. Or even multiple venues across a city. And sometimes, while the queues build unabated in the obvious areas, other facilities remain woefully under visited, underused, and seemingly unloved. That's a double whammy when it comes to the attendee experience.

But to recommend someone visits a certain attraction requires knowledge of not only where they are now, but also where they have (and, by definition, have not) been. After all, suggesting that they visit X when they went yesterday and didn't like it, is unlikely to go down well.

We borrowed the term "load balancing" to describe how live event organisers can influence visitor behaviour by sending select information to specific groups of people, recommending they visit a certain component element.

When attendees do visit a location for the first time, a timely message can provide information relevant to that location.

At Horst in Belgium, a festival that mixes art and music, location-based push notifications were used to signpost additional descriptive content about various art installations around the festival site. That encouraged interaction with the app, where the relevant content resided. Simple, but effective.

Taken to the next level, that might be in-app augmented reality content, unlocked when the attendee visits a certain facility. Furthermore, visits to multiple locations might trigger a reward – a form of treasure hunt combining the physical with the digital. For example, Amex cardholders at various recent US festivals have been delighted with surprise VIP upgrades. These were delivered by push message, based upon their interaction with different facilities around the site.

Once a certain facility has been visited – say a pop-up supermarket or sponsor location on site – targeted push messaging can be used to encourage in-the-moment feedback. This can be delivered simply by embedding a link to a micro survey, triggered as app users exit the facility.



Safety

If there's one thing that has the potential to disrupt even the best organised outdoor event it is the weather. For anxious weather watchers, the ability to react quickly to the sudden prospect of dark clouds, and provide timely advice targeted to certain groups of attendees, is priceless.

The aptly-named Hurricane festival in Germany has seen a number of violent storms over the years. This led to cancellation of a whole day as recently as 2016 on safety grounds. More recently the festival's management team have been equipped to send highly targeted messages (using Colocator). In 2017 the weather once again gave them reason to do so. Fortunately, it proved only to be a passing storm, but they were able to notify those arriving at the campsite, advising them to wait in their cars and not set up camp immediately.

Occasionally the weather can get so bad that a site evacuation is necessary. Under such circumstances the ability to quickly and efficiently target messages is helpful.

Different messages informing groups of attendees in different locations of the correct route can be sent. Or, once evacuation is underway, the messaging can reinforce that attendees are heading in the right direction. This can assist the site being vacated swiftly and safely.

Events face an increasingly diverse range of incidents and threats. Evacuations are just one example that need to be planned for. Typically crowded places already rely on three

key communication mediums in such scenarios: verbal communication over PA systems; messages on big screens or variable message displays; and face-to-face communication from stewards.

Targeted push notifications provides a potentially valuable additional medium for emergency and safety communication.

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Measuring response to targeted push messages

As the noted American psychiatrist Milton Ericsson put it: “The effectiveness of communication is not defined by the communication, but by the response.”

Say a push message recommends that the recipient visits a certain place of interest. A sponsor’s location at a music festival, for example. But how do you know whether the message did what you wanted it to do? In other words, that the message positively influenced real-world customer behaviour. That it drove footfall to that sponsor’s location?

This requires impact analysis. At Crowd Connected, we’ve developed and embedded into our Colocator platform our own technique for real-time measurement of message effectiveness.

Historically a push messaging campaign would have been measured by reach alone. How many people did we attempt to deliver the message to? But lower reach might simply indicate that the message target group has been carefully constructed. Thereby avoiding wastage where the message is frankly irrelevant – or worse irritating – to the recipient.

So reaction/response/result are better indicators of a message’s success. By this we mean measuring whether recipients modified their behaviour because of the message, and what impact this had on, for example, increasing the footfall to a recommended location. By tracking the movement of people who received the recommendation message against a group who did not get that message, we are able to show whether the message had a positive or negative impact. Were people more or less likely to follow the recommendation as a result of receiving the message?

This level of real-time attribution enables push messaging campaigns to be quickly

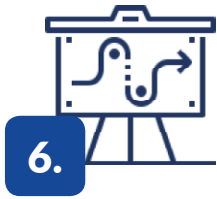




evaluated. If messages are not performing as hoped for, immediate adjustments can be made. For example to message copy, timings or targeting.

Back to our example of sending notifications encouraging a visit a sponsor's location. Those location-based messages might actually be reducing footfall because they are deemed a 'turn off' by being too blatant or incorrectly timed. For example, when the recipient can already see the sponsor's signage.

This is why measuring message impact is so valuable.



Supercharging commercial partnerships (Part 1)

A select, captive and captivated audience means festivals are prime territory for big sponsorship deals. Many events are increasingly reliant on this aspect of their business model.

Consequently, organisers are continuously on the hunt for creative ways to offer sponsors exposure, interaction and audience appeal. Precision targeted push messaging provides one such angle.

At one level, the messaging element itself can be sponsored. EE at Latitude in 2016 (where, interestingly, the brand had no onsite physical presence) and Deloitte at Rock Werchter in 2018 are just two recent examples.

Most frequently a sponsor does have an onsite activation. In which case cleverly curated messaging campaigns serve up additional brand exposure. And they can be used to drive qualified footfall to the sponsor location. Colocator's Engage module is used extensively to deliver these types of campaigns, and we've already namechecked Amex's skilful interweaving of the digital with the physical at US festivals in this regard (see #4 above).

Eschewing blanket message bombardment in favour of tightly targeted messages balances reach with relevance and resonance. And in an era where there is a real danger of information overload (or plain spam), it enables more messaging campaigns to co-exist – which can be critical for large events with multiple sponsors.

But commercial teams need to be wary of delivering targeted messages that have a negative reaction in terms of footfall. Fortunately, measuring behaviour change that results from a targeted push notification is now possible. This is covered in more detail on page 17 in the section entitled ‘Measuring response to targeted push messages’.



Supercharging commercial partnerships (Part 2)

Location-based messaging is not limited to the physical footprint of the event site (as we have already observed: see #2 Tackling Transport). Nor is it restricted to the period when the festival's gates are actually open.

A mobile app digitally extends the longevity of interaction between attendee and event. An increasing number of events are getting smart to this, reinforcing it with push messaging. Often this can be to the benefit of (and therefore paid by) commercial partners.

Increasingly sophisticated messaging campaigns are being curated for sponsors. These can extend an activation well beyond the physical perimeter of the event, and out onto the street.

A campaign for retailer Macy's provides an excellent example, Macy's were recently the headline sponsor at a major US festival. Colocator was used to create trigger-based rules, activating a one-time push notification containing a voucher offer. These were delivered to those close to a Macy's store in selected locations in the week leading up to the festival.

Curated playlists – for example promoting Spotify or Apple Music – provide another example. Here a targeted push notification is sent after the festival with a playlist link. The message was sent based not on which artists an attendee favorited in the app, rather using location tracking to determine which artist sets the recipient actually attended.



Merchandising and Ticketing

With the cost of booking talent inexorably rising, festivals need ancillary revenue streams to boost their bottom line. Step forward merchandising. But how to maximise?

Appropriate stock levels and speedy service play their part. Physical signposting is also crucial. But increasingly digital signposting is being used – not only promoting merchandise locations and offers via the mobile app, but also using targeted messaging to alert attendees to a merchandise opportunity, in a carefully regulated manner.

Ticketing is the primary revenue stream for festival promoters. Just like most retail businesses, festival promoters have latched on to digital channels for their sales and marketing efforts.

Promoting early-bird tickets to next year's event, with a blanket push notification immediately post festival, is well established. If you enjoyed this year, don't miss out on next year.

Location-based audience segmentation and targeted messaging enables a whole new level of targeting. Even down to an individual artist level. Upcoming gigs are being promoted by push notification to those who had enjoyed the act's festival set.

Targeted messaging is also being used to push post-set meet-and-greet / signings with bands, targeted to those who had been in the audience for the set. This provides an obvious merchandising opportunity, as well as an excuse to promote future live dates.



Improving the effectiveness of targeted push messages

What makes an effective push notification? What are the characteristics of a successful message?

Because our Colocator platform is able to measure the impact of messages, we've seen some patterns emerge. Where the push notifications recommend the recipient should use a route, visit a place, or experience a performance, we can see which messages work well and which don't.

Messages that just tell the person to do something that they were already aware of perform worst. This is pure advertising. There's really no value to the customer. There's no new information provided. There's no enhancement to the visitor experience or the service. Frequently we see these types of messages actually reduced footfall to the promoted location.

Messages that make people aware of something new, provide information on options, or in some way add something to the service or customer experience, work well.

This has some interesting implications for location-based targeting. A common tactic is to target messages to customers based on their location right now. Nearby is relevant, and far away isn't. This is sometimes called proximity marketing, and is often achieved using beacons.

If you're a retail chain, this could make some sense. If you send an offer that's redeemable in the next hour, it doesn't make much sense if the customer is 500 miles from your nearest location.

But at events, distances are shorter. A passer-by is likely to already be aware. They can see the sponsor location. A message suggesting they pop in is just the kind of





advertisement that can negatively affect footfall. Conversely just because someone is the other side of the event site, doesn't suggest a lack of relevance. They still may only be minutes away.

So to improve the effectiveness of mobile push notifications at events, we suggest considering the following:

Don't target messages to people just because they're near the location you're messaging about. Try to find ways to target customers who have behaved in a way that suggests they might value the message. For example if you're messaging about a music artist, pick customers who have visited similar stages, or similar artists already.

Try to send messages that have some information in them that can't be found elsewhere. That makes the message immediately more valuable to the recipient.

Sending news and updates that customers would want to share with their friends can make the message more valuable.

About Crowd Connected

Data and analytics are the lifeblood of effective customer understanding and engagement.

Crowd Connected is a leading mobile location data company based in the UK, whose Colocator software is used by leading visitor businesses worldwide.

Through a simple plug-in, Colocator runs in the background of an event's or venue's official app, accurately tracking the location of visitors' mobile devices.

Processing and visualising this rich stream of data, Colocator provides event organisers with a complete toolset to understand and influence people's movements. Critically in real time.

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