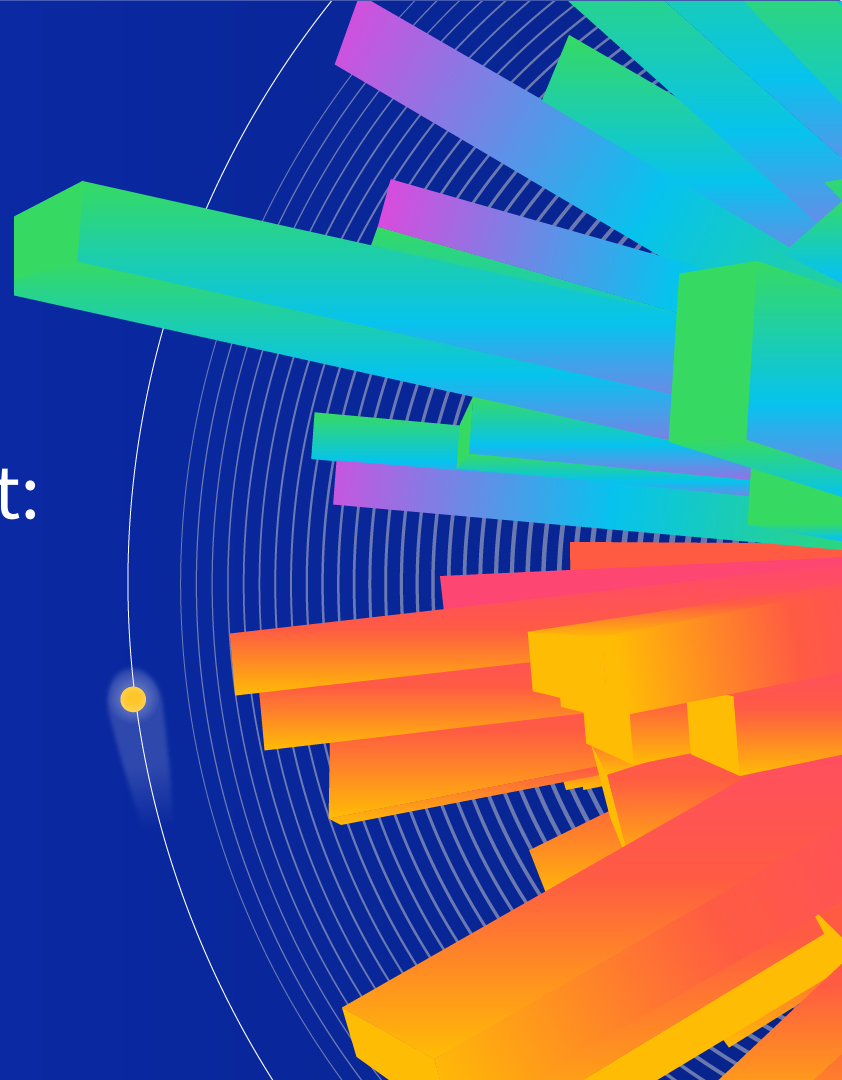


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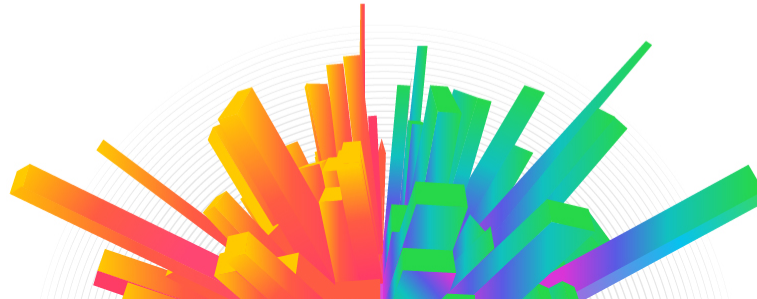
Creating the Domino Effect: Cross-Channel Campaigns

Presented by:  *iterable*



Our Agenda

1. Background on The Daily Tap
2. Launch plan & results
3. Long tail marketing strategy



SeatGeek

- Leading mobile-focused ticket platform
- Enables fans to buy, sell and transfer tickets for sports, concerts and theater events
- Official ticketing provider of the Dallas Cowboys, New Orleans Saints and MLS

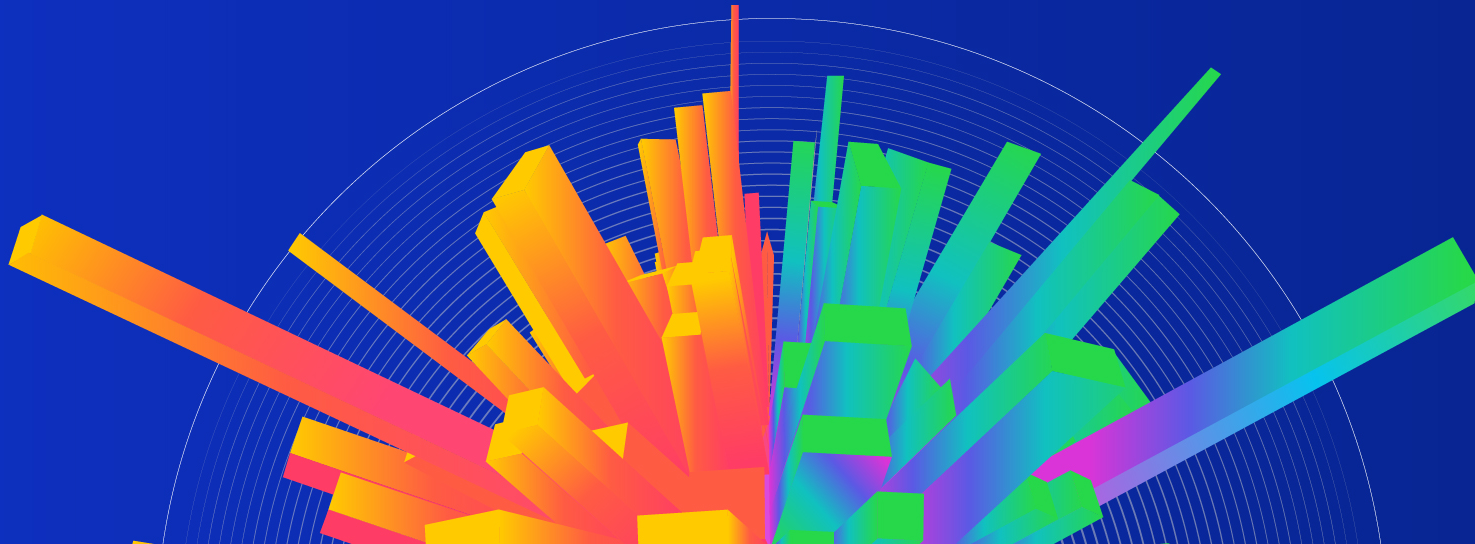


SeatGeek's Core Challenge

Competitive Industry
+
A typical customer only purchases live event tickets 5-7x a year
=
SeatGeek falls in “*forgettable*” zone

Problem: How do we make SeatGeek more top of mind for a customer when they are looking for live event tickets

Our Solution: The Daily Tap



The Daily Tap

- Weekly Ticket Giveaways
- User can enter every 24 hours
- Allows us to call attention to prominent events we offer

Creates user habit of regularly checking SeatGeek, keeping us top of mind



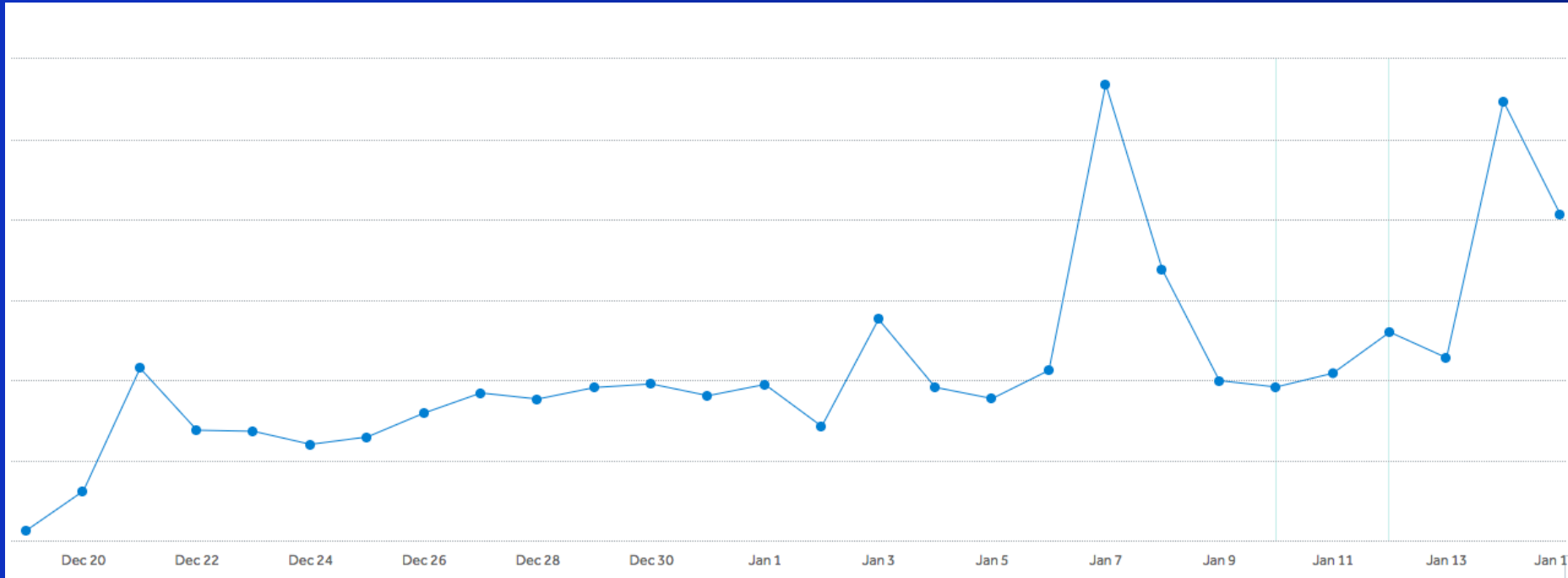
Launch Plan

The Daily Tap launches on iOS on Dec. 19th

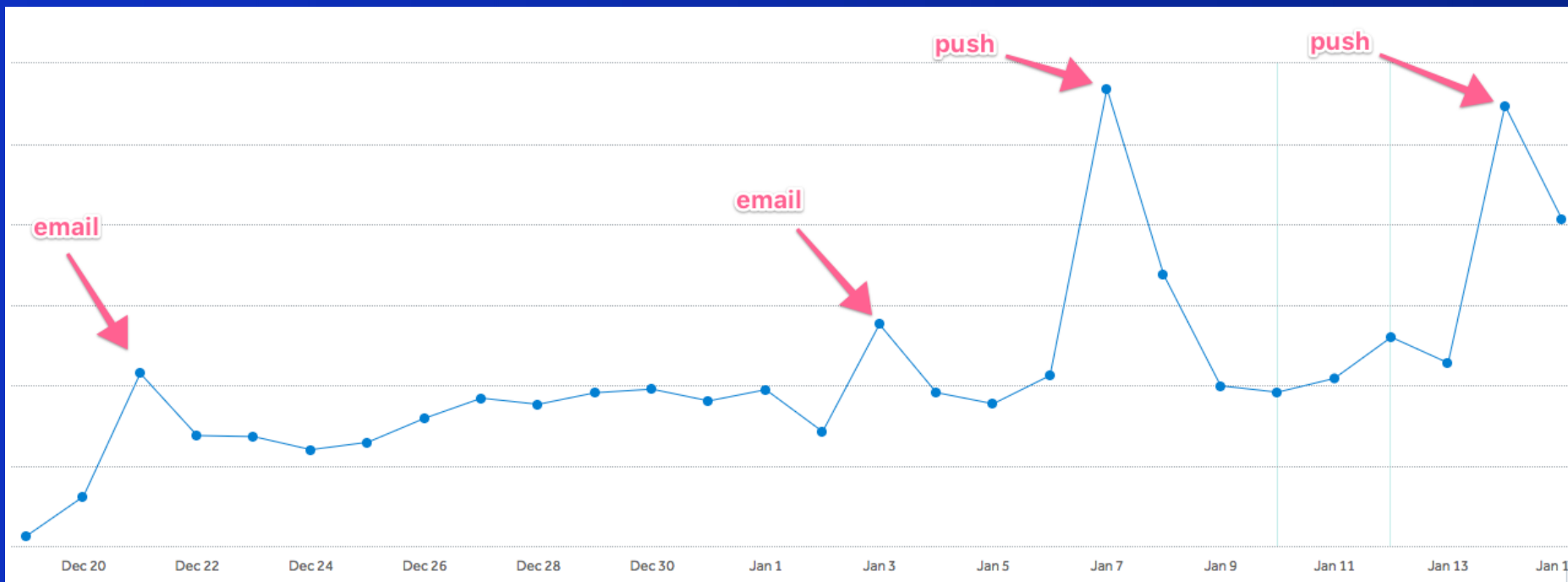
- *Not exactly ideal timing*
- Send email on the 21st announcing the launch
- Send a second email after the holidays
- Experiment with push notifications after the new year
- Setup triggered reminder push for user 24hrs after they enter

Ideally CRM will complement natural discovery amongst app users

Daily Tap Entries by Day



Daily Tap Entries by Day



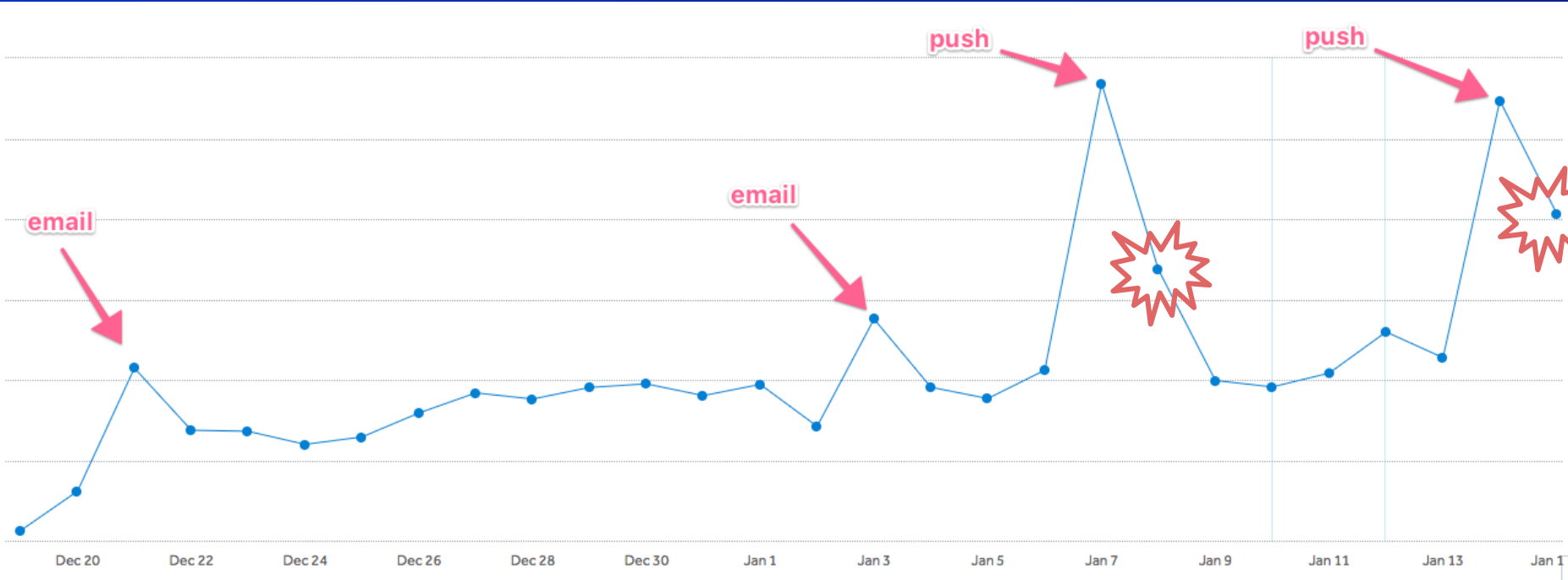
New Problem

CRM is main driver of Daily Tap entries

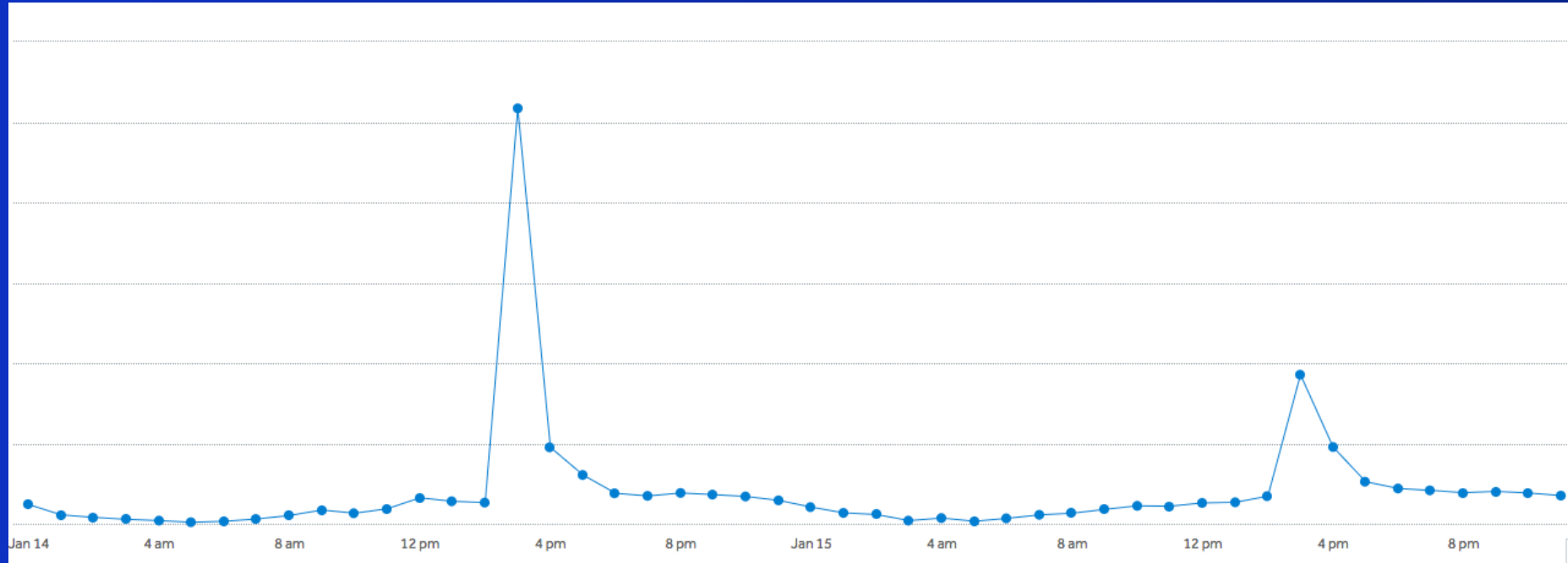
How do we efficiently market The Daily Tap regularly, given:

- It's only available on iOS
- We already send most users an email & push everyday
- We don't want to jeopardize CRM sales

Daily Tap Entries by Day



Daily Tap Entries by Hour



Reminder Push Notification

- Our “Reminder you can enter again” push was killing it
- More effective than our emails, with literally zero effort
- We need more of this!

44%

CTR of our Daily Tap Reminder Push

Go Forward Strategy

- Rely on push notifications
- Build out “reminder” workflow
- Incorporate Daily Tap into *existing* emails
- Personalize

Relying on Push

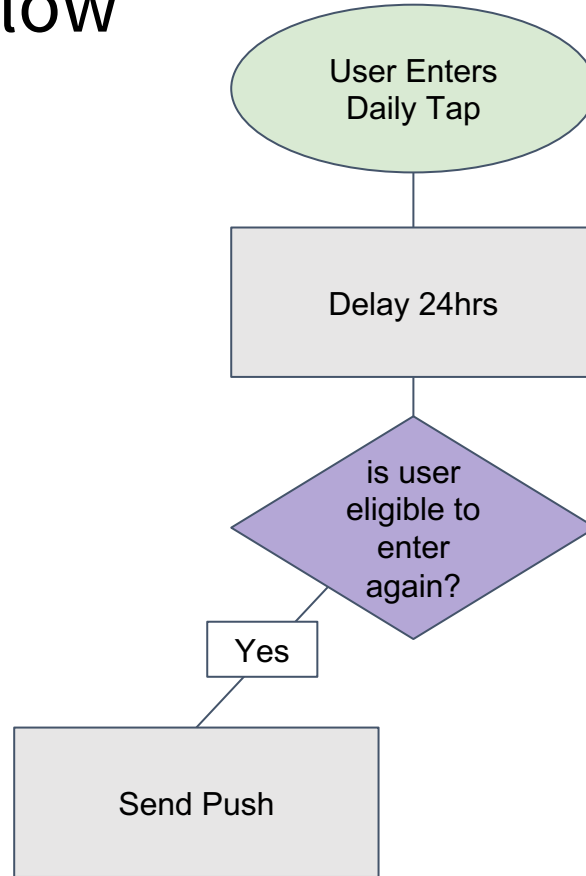
- Utilize rich push to announce new offers to targeted Daily Tap entrants
- Personalize offer to user's geo



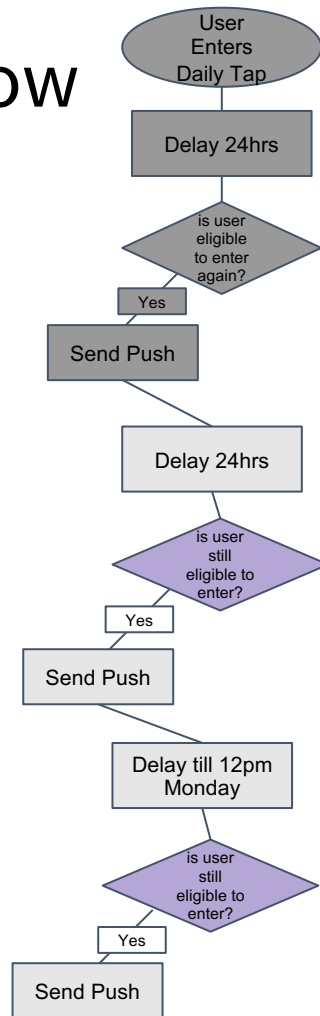
Build Out “Reminder” Workflow

- We settle on two key messages, for users not naturally re-entering:
 - 48hr reminder to enter
 - Last Chance to enter
- We focus on engineers passing entry data to iterable
 - *Not* on more api triggers
 - Entry data allows us to manipulate filters/timing/message as we see fit

Original Workflow

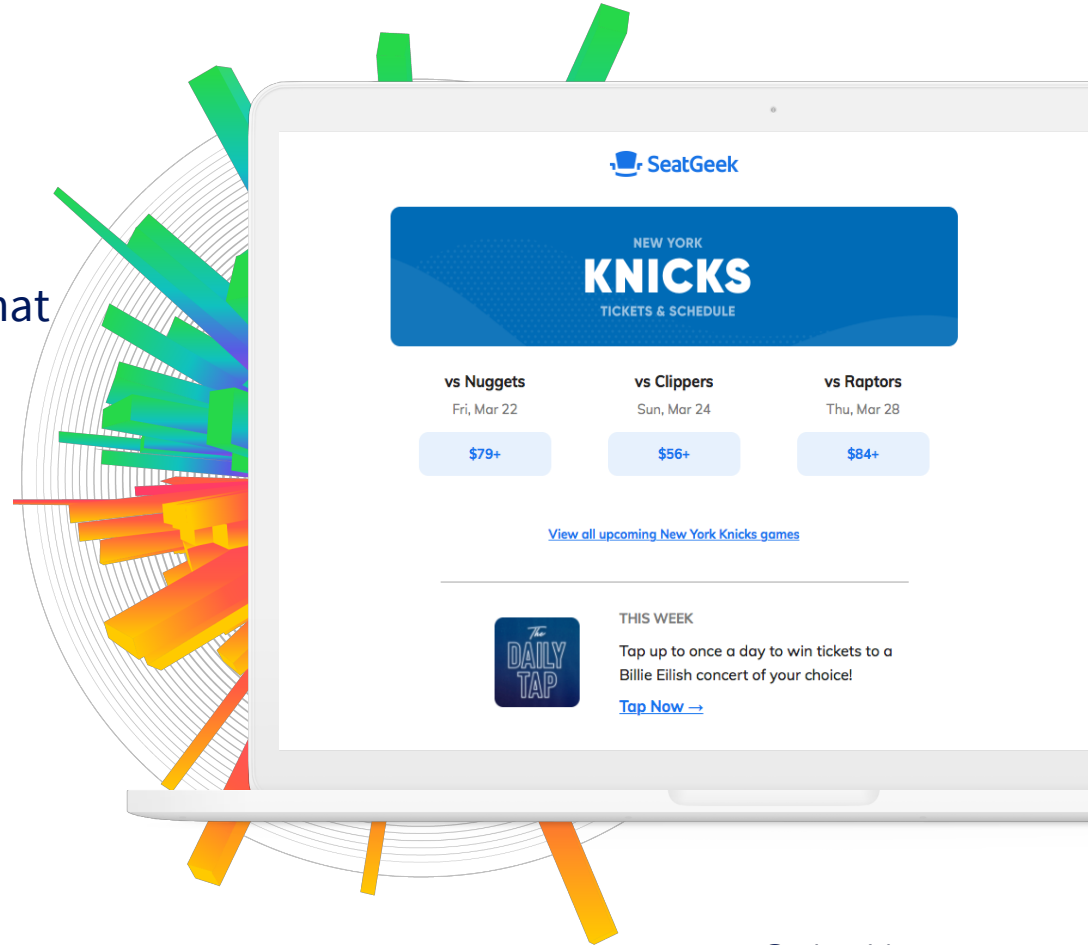


Expanded Workflow



Existing emails

- Focus on large scale blasts that have real estate to offer
 - NBA/NHL Campaigns
 - Weekly Newsletter
 - Weekly Concert Email



Personalization

Problem: each week we have eight possible groups of users

- Four different offers (LA, NYC, Dallas, National)
- Two user types (need to upgrade app, do not need to upgrade)

Solution: Data Feeds!

Our Data Feed

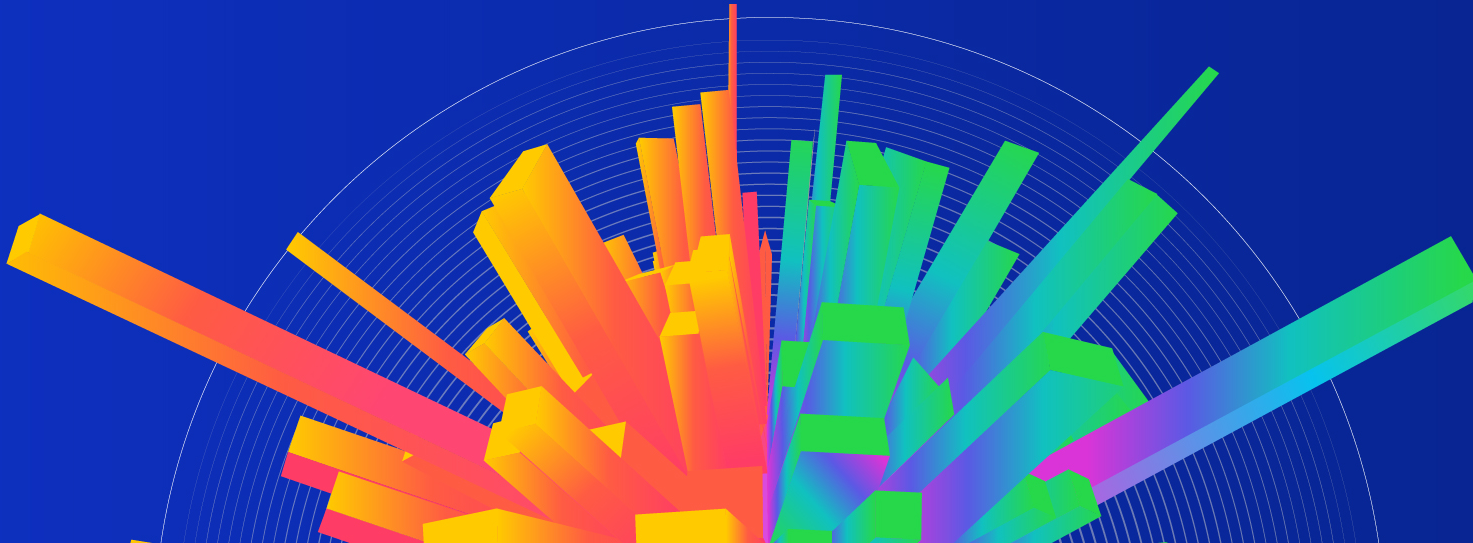
- Google sheet that auto generates content every week
- We assign users to a “daily_tap_group” as part of our NBA/NHL query
- We then use this data feed across *all* campaigns that reference the Daily Tap

	A	B	C
1	daily_tap_group	giveaway_text	app_link
2	daily_tap_la	Tap up to once a day to win tickets to a Billie Eilish concert	https://sg.app.link
3	daily_tap_nyc	Tap up to once a day to win tickets to a Wrestling event	https://sg.app.link
4	daily_tap_dallas	Tap up to once a day to win tickets to a Ariana Grande concert	https://sg.app.link
5	daily_tap	Tap up to once a day to win tickets to a Billie Eilish concert	https://sg.app.link
6	update_daily_tap_la	Update your SeatGeek app and tap up to once a day to win tickets to a Billie Eilish concert	https://itunes.apple.com
7	update_daily_tap_nyc	Update your SeatGeek app and tap up to once a day to win tickets to a Billie Eilish concert	https://itunes.apple.com
8	update_daily_tap_dallas	Update your SeatGeek app and tap up to once a day to win tickets to a Billie Eilish concert	https://itunes.apple.com
9	update_daily_tap	Update your SeatGeek app and tap up to once a day to win tickets to a Billie Eilish concert	https://itunes.apple.com
10	blank		
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Final Marketing Strategy

- Three different “Reminder” push notifications go out on their own
- Emails auto-include Daily Tap touts
 - User groups auto assigned during our regular list generation
 - Same data feed usage week to week
- “New Lottery” pushes are the only thing we have to worry about
 - Need their own list
 - Need to save new payload on s3

So, how is our strategy performing?



48hr Reminder Push

- Users that ignore our first reminder get another one the next day
- Despite ignoring our first push, 28% end up clicking our second attempt

28%

Click-Thru Rate

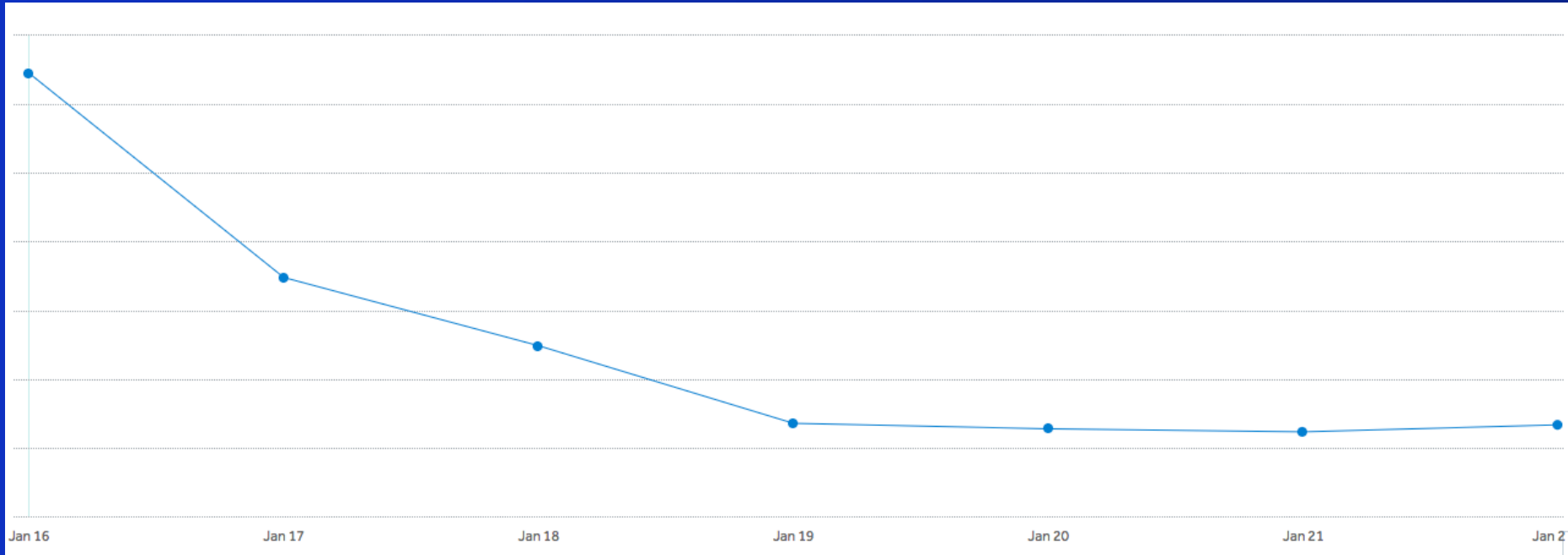
Last Chance Push

- Users ignored two reminders to enter
- Yet “Last Chance” messaging still convinces 16% to click
- Third most effective push SeatGeek has

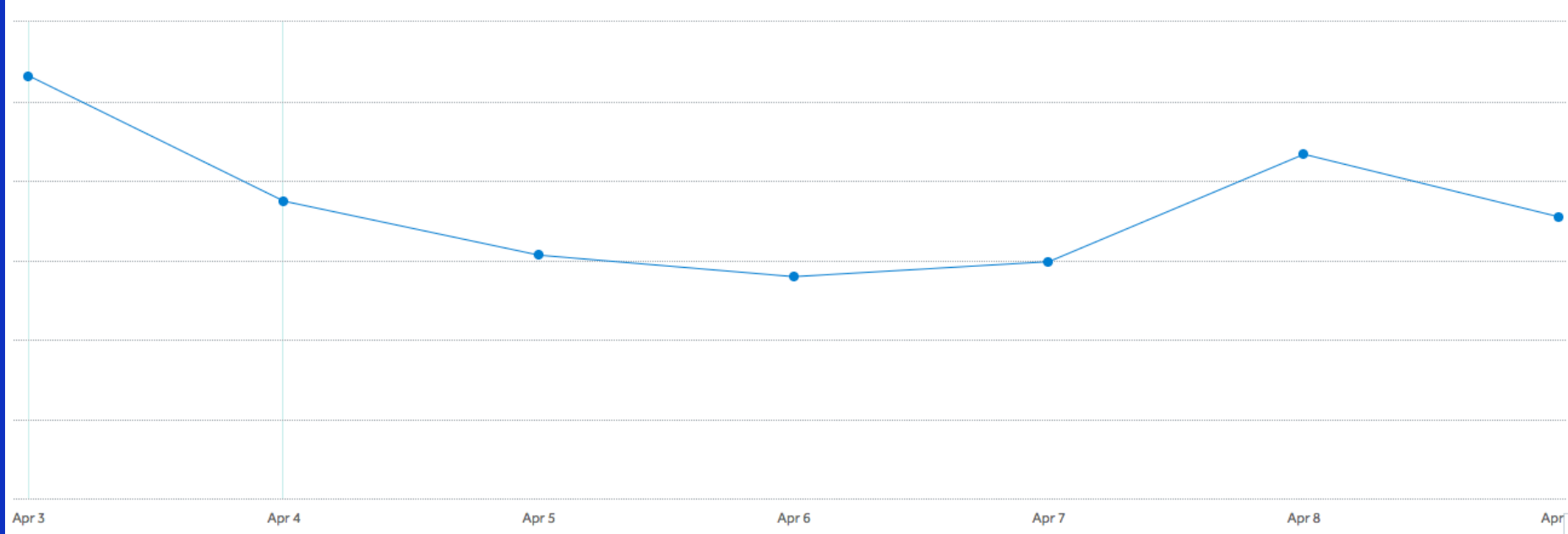
16%

Click-Thru Rate

Entries by Day - January



Entries by Day - April



Key Takeaways

- Let the machines do the work for you
 - Workflows and data feeds ensure efficiency and consistency
- Push can be crazy effective in the right situation
- Think long term with engineering requests

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Q&A

Presented by:  *iterable*

