



LIVESTYLED

LIVEPAPER

Monetising Your Mobile App



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This LivePaper will be exploring the different ways you can increase revenue using the LiveStyled platform.

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HOW CAN COMMERCIAL OPPORTUNITIES CAN BE OPENED UP WITH MOBILE

The biggest arenas and stadiums choose the LiveStyled platform to power their mobile customer experience. Our white-labelled apps are developed to enhance the customer experience and drive incremental revenue, therefore making a positive impact on the bottom line, rather than costing money.

We will be covering advertising and sponsorship opportunities, driving F&B revenue, targeting and rewarding loyal customers, increasing merchandise sales and premium upgrades

In this LivePaper, we will identify the various ways in which venues can open up these new commercial opportunities through mobile. In order to achieve this, we look at how different aspects of the app environment can be commercialised.



IS YOUR VENUE APP FULLY COMMERCIALISED?

TARGETED, TRACKABLE ADVERTISING AND SPONSOR ACTIVATION

The first benefit to sponsors is the ability to implement highly targeted and trackable advertising.

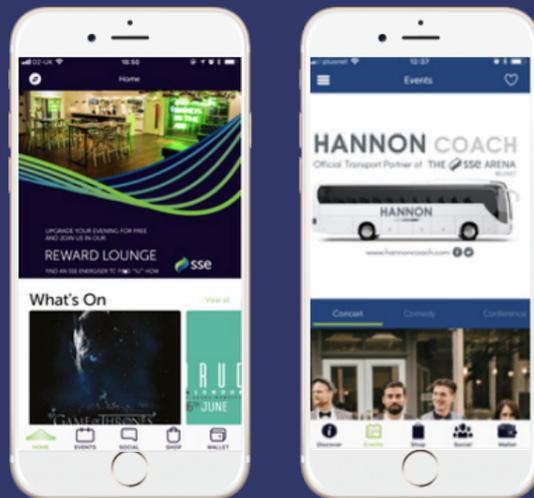
Within our Frontier app framework, there is substantial real estate available in the form of banners - usually a large rectangular widget at the top, although these can be distributed elsewhere in the UI. These positions offer high impact media space and a great opportunity to highlight key messages.

The banner scrolls through up to five messages, that can link to other areas in the app or external URLs. This space is often used for items such as ticketing for specific events, food and beverage options, or to highlight competitions, but it also provides a great piece of advertising

& media inventory that can be sold or bundled in as part of sponsorship deals.

Adverts are easy to implement via a simple upload to Backstage, our app management system. From here you can also select the targeting parameters to ensure the ads are being placed in front of the right segments of your audience - for example, you can display specific banners to a sponsor's customers, or to VIP groups such as season ticket holders.

The powerful tracking tools within Backstage enable real-time reporting, so it is possible to track exactly who's clicking and what actions they are taking as a result. All this empowers the venue to give clear concise feedback to sponsors and advertisers.



COMPETITIONS & VOTING

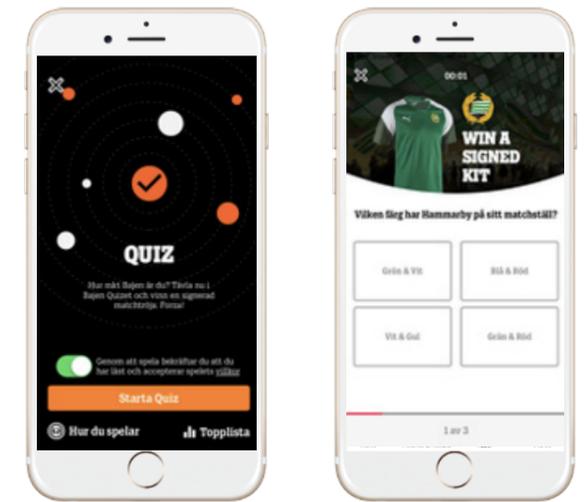
With instant voting, polling, quizzes and competition features, the app allows customers to have their say. They can:

-  Register their details and compete for prizes
-  Vote for their favourite performer or man of the match
-  Participate in interactive games such as quizzes & competitions
-  Choose the next song and participate in the show

Responses and answers can help to gather vast amounts of customer data and give you valuable insight into their preferences which you can use to personalise each experience and target individuals with more relevant offers or events.

The images above show examples of the quiz in action at Tele2 Arena, Stockholm, and one of their resident football teams, Hammarby FC.

Before each match, the quiz is promoted to fans on the big screens and via push messaging. Users can initiate the quiz when they're ready, and have to get as many right answers as they can as quickly as possible. The user who got the most right answers in the fastest time is then awarded a prize at half-time, creating a great experience for fans and valuable shareable content for sponsor social media channels.



BRANDED SELFIES

LiveStyled's AR overlay feature makes it easy to create and publish branded selfie templates for customers to use. Frames can include venue branding, or it offers a prime space to include a sponsor logo.

Selfies are often shared far and wide, so we've made it easy for these to be posted to all the favourite social networks. There's also the option to display them on the photo wall within the app itself.



These are just a few of the advertising & engagement features available through the LiveStyled platform, and there are many different campaigns which can be created using these simple tools.

MONETISING MOBILE

USING MOBILE TO DRIVE F&B REVENUES

LiveStyled clients are successfully employing a range of different implementation models for mobile food & beverage (F&B) purchasing. From our experience operating in environments ranging from 300-capacity nightclubs to 60,000-seat stadia, we know that not all venues are created equal. You can't assume that an operational framework that has worked at one venue will automatically be applicable to another, and indeed individual venues may be setup completely differently from one event to the next.

WHAT ARE THE BENEFITS OF MOBILE F&B ORDERING?

Before we get into the detail of how to implement a successful mobile F&B operation, you might be wondering why venues do it. After all, their bars have limited capacity and with contactless payment now being commonplace, how much faster can it possibly be? Aren't we just moving transactions from over-the-counter to mobile? Here are a few of the key drivers:



FASTER SERVICE -

App queues move faster than cash & card.



HIGHER TRANSACTION VALUES -

when customers spend on mobile, they're less aware of parting with money.



ENHANCE CUSTOMER EXPERIENCE -

Mobile F&B ordering saves customers time and makes them feel clever.



MORE ORDERS PER CUSTOMER -

when they know service is quick & easy, customers will place more orders.



DRIVING ADOPTION OF MOBILE SHOULD BE A BUSINESS OBJECTIVE IN ITSELF

...due to the rich insights that it enables you to gather on customer preferences. The venues that have the most successful apps are those which instil an app-first culture throughout their business, right down to the operational, catering & security staff. Everyone needs to be aligned towards the objective of driving app uptake.

When delivered and managed correctly, F&B will enhance the mobile customer experience and be a significant contributor to the bottom

line for venues and their caterers. But if done badly, it will result in poor App Store reviews and angry customers. As such it's essential that the technology is flexible enough to adapt to the needs of the venue or event.

Below are the pros and cons of the different implementation options.



#1 USING THE APP AS AN ALTERNATIVE PAYMENT METHOD

This is the simplest operational model for mobile F&B purchasing

PROS

- + No changes to existing processes besides training staff to accept app orders
- + Orders can be accepted at existing bars / concession stands
- + Customers can browse the full range of F&B products
- + More time to sell and more predictable stock management due to orders being placed pre-event
- + Faster service and higher transaction values
- + Users can collect items at any bar where products are available

CONS

- Customer benefit is not as obvious so should be supplemented by discounts or reward schemes to drive user uptake
- Bar staff have no advance warning of orders and can't pre-prepare items
- Improvement in speed of service is less pronounced than with dedicated bars or lanes
- Care must be taken to educate users which products are available at which locations

#2 DEDICATED BARS OR APP LANES

This is the most popular approach used by LiveStyled clients and involves allocating specific bars, or lanes at existing bars, where only app orders are accepted

- + Customer benefit is clear and easy to communicate both prior to event and in-venue
- + App queues flow visibly faster than normal queues
- + All customers and staff know what to expect, resulting in a more consistent experience
- + Significantly faster service

#3 PRE ORDERING, CLICK & COLLECT AND VIRTUAL QUEUING

This model takes the dedicated bars & lanes one step further, enabling staff to monitor orders as they come in and prepare them before the customer comes and queues up

- + Customer benefit is clear and easy to communicate both prior to event and in-venue
- + Keeps queues away from the bars until products are ready to be collected
- + Staff can pre-prepare items, resulting in lightning-fast service
- + Particularly effective for food or other products with a long preparation time

- Initially, catering teams can be resistant to the idea of allocating dedicated bar space
- Less tech-savvy customers may be disgruntled about watching app customers get served first
- Bar staff have no advance warning of orders and can't pre-prepare items

- Tablet device must be deployed at collection points to enable monitoring of orders, or ePoS integration is required to surface orders through existing tills
- Asking the customer to select a specific time to collect is not recommended for most busy event environments
- Customers don't always arrive promptly to collect their items
- Catering teams may need to adapt their operational processes to cope with pre-preparation



#4 SEAT & SUITE DELIVERY

The the ultimate luxury option – the ability for customers to order F&B to be brought to them in the comfort of their seat.

- + Opens up new revenue opportunities by addressing a segment of the market that otherwise simply won't purchase F&B.
- + Fantastic customer experience, if done well
- + Staff can pre-prepare items
- + Adds no pressure to the existing bars or food outlets
- + Ideal for premium areas & lounges



Bear in mind that these are just the primary operational models that we've discovered so far. Customer expectations are constantly evolving and as their needs change, venues need to be ready to adapt.

- Tablet device must be deployed to enable monitoring of orders, or ePoS integration is required to surface orders through existing tills
- Does add pressure on the kitchen, which they may or may not be capable of handling
- Runners must be employed, which adds an overhead and new process for catering teams to manage
- Risk of disruption to experience for other customers
- Customer may not be in their seat when the order arrives

MONETISING MOBILE

TARGET AND REWARD LOYAL CUSTOMERS

The LiveStyled platform provides tools that make it possible to easily identify your individual customers; segment them by status and behaviours, then reward them with personalised content within the app. This content can encompass special offers, such as exclusive discounts on food & beverage, gifts in the form virtual currency, experience upgrades and much more.

TARGETED REWARDS

With LiveStyled you can segment based on behaviours in the data we capture, or by using a known attribute such as season ticket holder status.



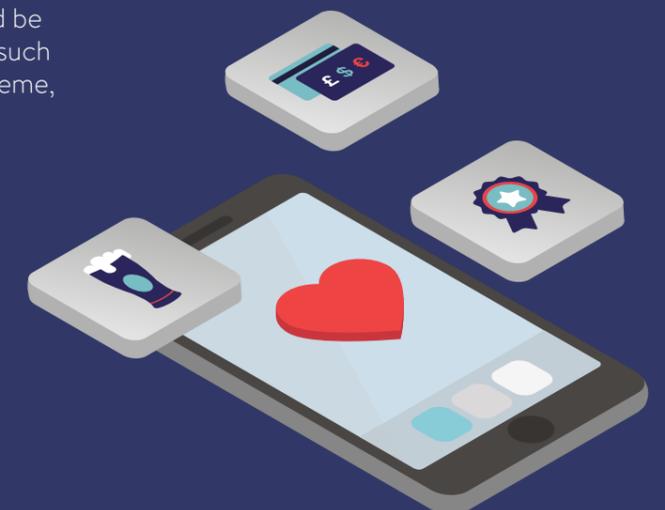
STATUS - REWARDING YOUR MOST LOYAL CUSTOMER

Rewards available only to specific user groups such as VIPs, members or season ticket holders.

Using LiveStyled's App Management System, Backstage, you can set up exclusive content and offers for specific "Loyalty Groups" dependent on their Status. Status could be determined by a number of attributes, such as: 'Membership' of a venue loyalty scheme,

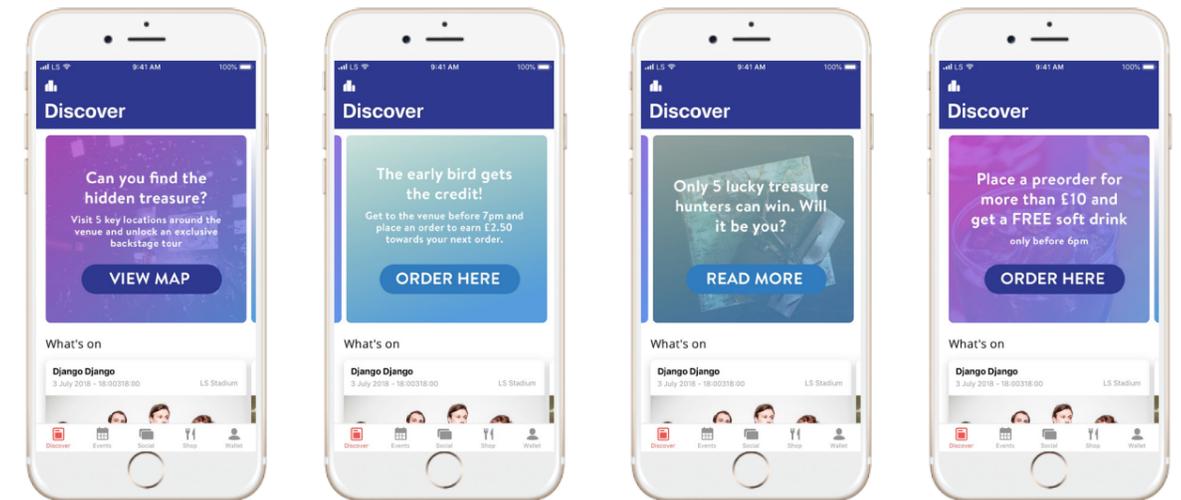
holding a season ticket, or being a customer of one of the venue or event's sponsors.

Let's take a closer look at how you can use this technology to reward customers and gain insights on the uptake.



LOYALTY GROUP	SEASON TICKET HOLDER	PREMIUM/VIP CUSTOMER	SPONSOR'S CUSTOMER
Status Criteria	Holds currently valid season ticket code, or downloads season ticket to app via Access module	Downloads premium ticket to app via Access, or register email address	Currently is a member of the sponsor's reward scheme, validated via email and DOB
Exclusive Content	Player interviews, season ticket holder only competitions	Map to find easiest route to suites	Backstage footage; promotions for lounge
Special Offer	10% off all F&B	In-suite ordering, including merch	Free cloakroom, lounge pass + 1 drink
Impact	Season Ticket Holders arrive earlier and spend more time at the venue instead of pubs nearby	Increased spend from most affluent customers, and better premium experience	Direct evidence of engagement with sponsor's brand and enhanced loyalty

EXAMPLE REWARDS



STATUS - REWARDING YOUR MOST LOYAL CUSTOMER

Rewards which are triggered or earned based on user actions, such as spending over a certain amount.

There are a number of actions and behaviours a customer could take that would be motivated by the chance to earn additional rewards; registering on the app, signing into a loyalty group, winning a competition, sharing tickets with friends, inputting a voucher code, spending over a certain amount, customer lifetime value, and visiting specific locations.

These triggers give you a range of flexible tools which can be combined to create appealing campaigns for your visitors: Rewards can be served to customers in the form of virtual currency or "credit" which can be spent

on anything available for sale in the app. Alternatively, the user could be gifted a free or product.

These triggers can be combined with filters to add additional layers of exclusivity to your promotions, including time-scheduling (so a reward can only be earned at certain times), geo-fencing (so users have to be in specific locations to trigger a reward) and budget setting (limit the amount you give away). Users can also be notified when they've earned rewards via push notification.

With rewards being easily deployed to targeted customer groups via the app, you'll see an increase of goodwill and loyalty towards the venue as attendees feel more valued. It will also encourage existing users to utilise the app for other elements of their visit, such as placing F&B orders or transport planning for their trip to the venue. Each time they interact with the app you'll be gathering more valuable data on the individuals.

Other benefits will come such as word-of-mouth marketing. Everyone loves to share good experiences. So as users tell their friends about the great rewards they got via the app you'll see an increase in app downloads and more users registering.

Crucially, mobile gives you the opportunity to track the effectiveness of every single loyalty campaign you run so you can ensure you focus your promotional efforts and marketing budget on the offerings that are giving you the best results.

INCREASING MERCHANDISE SALES

Using mobile for merchandise sales opens up a wider range of new revenue streams. Not only will attendees of the event have a more accessible and convenient way of ordering and collecting their fan merchandise, mobile allows merchandise to be sold before, during and after events, increasing profit significantly.

By using the LiveStyled platform, venues can decide when merchandise can be seen by fans as well as assigning merchandise to specific events. Fans can order merchandise, and have it delivered in time for the event.

HOME DELIVERY

Home delivery allows customers to browse through merchandise before, during and after the event and receive their chosen products straight to their door. This gives the customer

the ability to receive their goods before the event as well as helping them avoid spending time queuing to collect during or after the event.



PROS

- + Ability to receive merchandise before event so customer can benefit from using it during
- + Ability to keep track of stock without danger of running out of merchandise at the time of the event
- + Opens up new revenue opportunities in customers that may not be attending the event
- + Customers can browse the full catalogue of merchandise.

CONS

- Customers have to wait for delivery time
- Customers have to pay for P&P
- Relies on an external courier service
- Customer service may have increased cases resulting from incorrect deliveries, unsatisfied customers etc
- Cannot physically see merchandise (quality, sizing etc)

DEDICATED APP LANES OR COLLECTION POINTS

This feature involves allocating specific collection points, or lanes at existing merchandise stands, where only app orders

are accepted. Having strong, visible in-venue branding for the collection points is absolutely critical to the success of this feature.

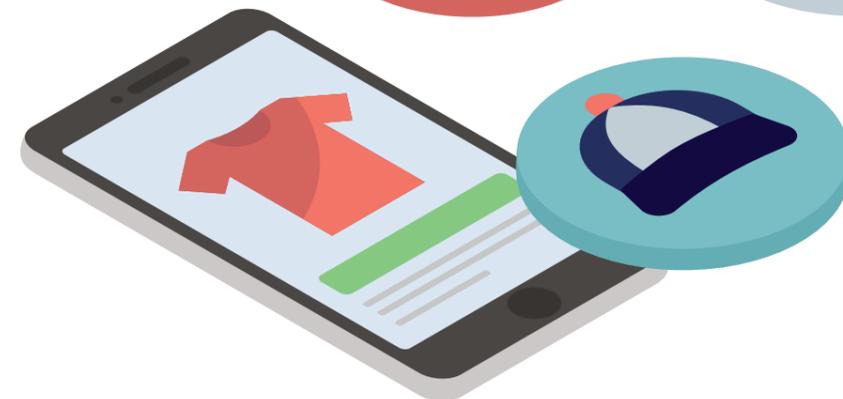


PROS

- + Customer benefit is clear and easy to communicate both prior to event and in-venue
- + App queues flow visibly faster than normal queues
- + All customers and staff know what to expect, resulting in a more consistent experience and significantly faster service

CONS

- Initially, merchandise teams can be resistant to the idea of allocating dedicated space to app collection
- Less tech-savvy customers may be disgruntled about watching app customers get served first



DISCOUNTS & BUNDLES

Using the LiveStyled platform also provides the perfect opportunity for cross-selling and up-selling. A mobile platform allows for mixed merchandise and food bundles which would be difficult to implement on physical stands. A successful method current LiveStyled customers use are advertising app-only discounts and bundles on tickets, emails

and other marketing channels to encourage attendees to download the app.

Users of the app are more likely to have a bigger basket size, hence spending more, while being given the opportunity to make easy repeat purchases compared to those who don't use the app.



PROS

- + Customer benefit is clear and easy to communicate both prior to event and in-venue
- + Revenue is proven to be higher when discounts and bundles are used
- + The app gives instant visibility and control of stock DURING an event and it acts as an emergency backup

CONS

- Ongoing updates are needed to bundle and deal say need to convince venue of benefits of using deals & bundles as seem like money would be lost
- Deals and Bundles need to be advertised well to work effectively
- It often requires collaboration across multiple departments which can get messy

Bear in mind that these are just a handful of the features that can be used to drive merchandise revenue. If you would like to learn more about mobile merchandise purchasing or would like to see how LiveStyled can help your venue, click [here](#) to contact us.

MONETISING MOBILE

PREMIUM UPGRADES

Premium upgrades are another way to increase revenue through your app. Below we take a look at how venues, festivals & sports teams are using LiveStyled platform tools to upgrade the experience of their fans and attendees.

WHY FOCUS ON UPGRADES?

Having worked closely with venues of all sizes, we're about to make a bold statement; offering experience upgrades to existing ticket holders is the single easiest way to monetise your fans through mobile - and here's why:

- Engaged fans spend more - Fans who have purchased a ticket are already engaged and have proven they are willing to spend money with you.
- £20 is less daunting than £90 - It's simple psychology that paying £20 for an upgrade is far less daunting than paying £90 for the ticket in the first place. Fans may have not had the money to pay the 90 at the time of original purchase, but it's very likely they'll have 20 now.
- More opportunities to communicate - Your opportunities to market them are now much greater, given you can now suggest the idea of

upgrading through the usual communications they would expect to see in the lead up to an event.

- Sponsors love it - Brands want to offer exclusive experiences and make their customers feel special. Premium Upgrades are a perfect way to deliver value for your partners.
- It's highly profitable - Lastly, but my no means least, you'll likely own the manifest for your upgrade experience, which in many cases will mean 100% gross margin to your venue or event.

Whether its a girlfriend looking to surprise their partner at the last minute, or a son looking for a Birthday present for their dad - upgrades are a win-win for both attendee and the venue.

SOME OF THE RESULTS

LiveStyled clients have achieved major revenue gains just through Upgrades, including:

£200

Average Order Value

£4.00

Average Revenue Per User

100%

Sold Out Of Premium Inventory

WHEN TO OFFER EXPERIENCE UPGRADES

Before examining the tools available on the platform, let's first look at some scenarios you might find yourself in as a venue, festival provider or sports team:

- You have an allocation of seating for which you own the manifest, however it often doesn't sell out in its own right.
- You have tiered ticketing for your venue or event, with better experiences gate-fenced by a higher ticket price.
- You have the means to add value to the attendee experience, outside of your existing ticket prices. This opportunity might well come about after tickets have gone on sale.

• You have sponsorship partners helping to fund premium experiences. You want to drive customers to their activations and measure the results.

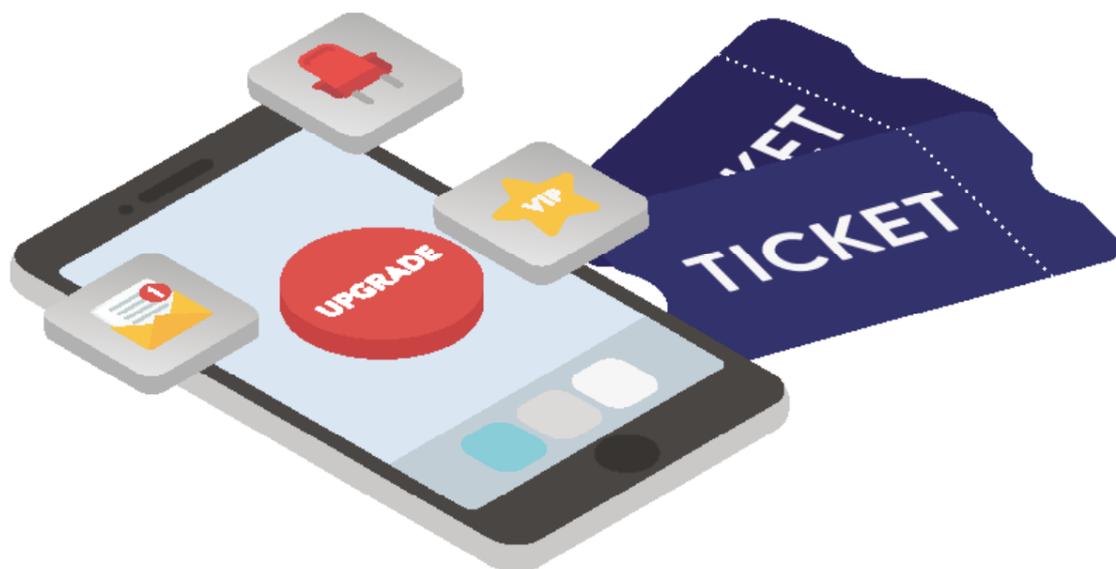
Many a venue, festival provider or sports team will be able to relate to one of the above statements in some form - there's nothing worse than empty premium seats or unsold VIP inventory, especially when those places could be filled by those who have already purchased a ticket.

A PLUG-AND-PLAY SOLUTION

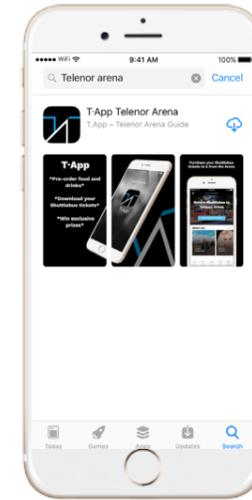
The beauty of our technology is that we can offer experience upgrades without any integration in to ticketing systems (though this is certainly something we can do!)

The system user simply uploads the Upgrade user to the LiveStyled Backstage, sets their stock limit and they're good to go. This stock can then be updated at any time.

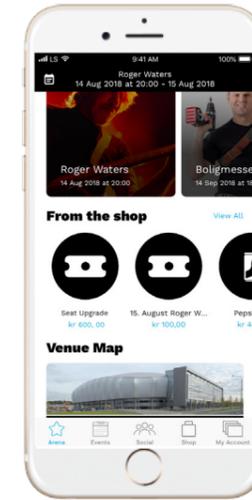
The below user journey illustrates how an experience upgrade might look like for an upgrade to a premium seating deck at an arena:



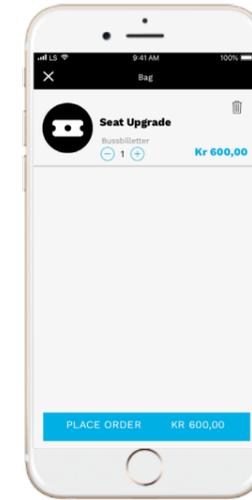
THE USER JOURNEY



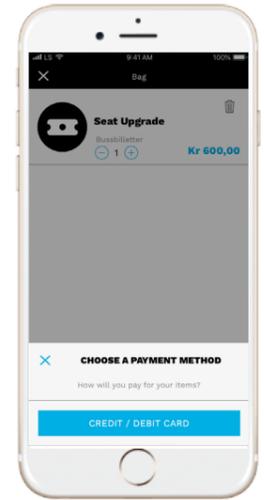
Ticket holders first receive a marketing communication (email, facebook post or push notification). They then download the app if they don't yet have it, or open it if they do.



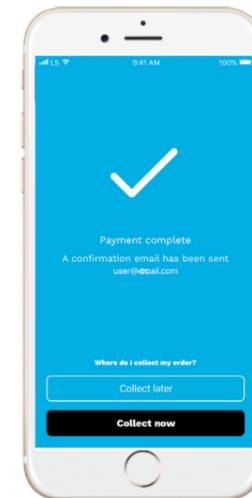
Once they have selected the event they're attending, either manually or by the app recognising their ticket type - they will be greeted by a widget which highlights the upgrade opportunity.



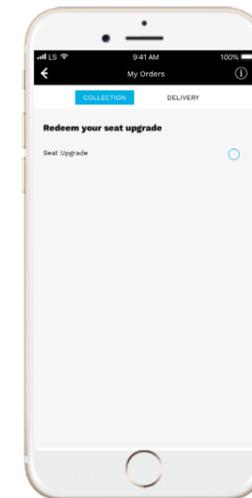
The banner, take the user through to the Upgrade offer where collection information is displayed and the user can add the upgrade to their basket.



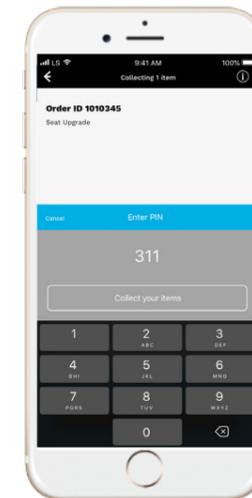
The user then checks out using a number of payment types available on the LiveStyled platform. These include credit/debit card, PayPal and Apple Pay.



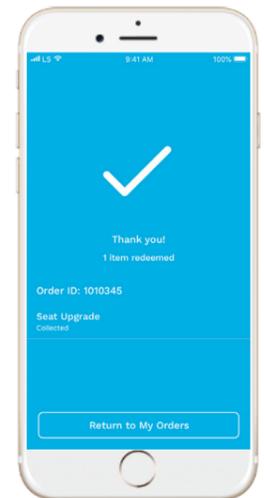
Once checked out, the user will be able to access their order in their app wallet, this will again clearly remind them of where to collect their order. They will also receive a confirmation email reiterating this information.



The user will then enter the venue using their existing ticket, so not to slow down the process of getting fans in to the venue.



The user will then head to their chosen collection point, showing their phone to the member of staff at the entrance to the Premium area.



The staff member will then enter a unique pin number in to the user's phone, which marks the order as collected and ensures it cannot be collected again. The user is then given their wristband for the premium area.

Its as simple as that, LiveStyled clients are driving significant levels of incremental revenue from VIP upgrades, simply by implementing the user journey highlighted above. What's more, our technology is flexible enough to deal with any operational nuances your venue might be facing - our Customer Success team is on hand to ensure we get everything just right.



LIVESTYLED

Ready to talk to LiveStyled?

Click here to contact us

or

www.LiveStyled.com

+44 (0) 20 7223 3262