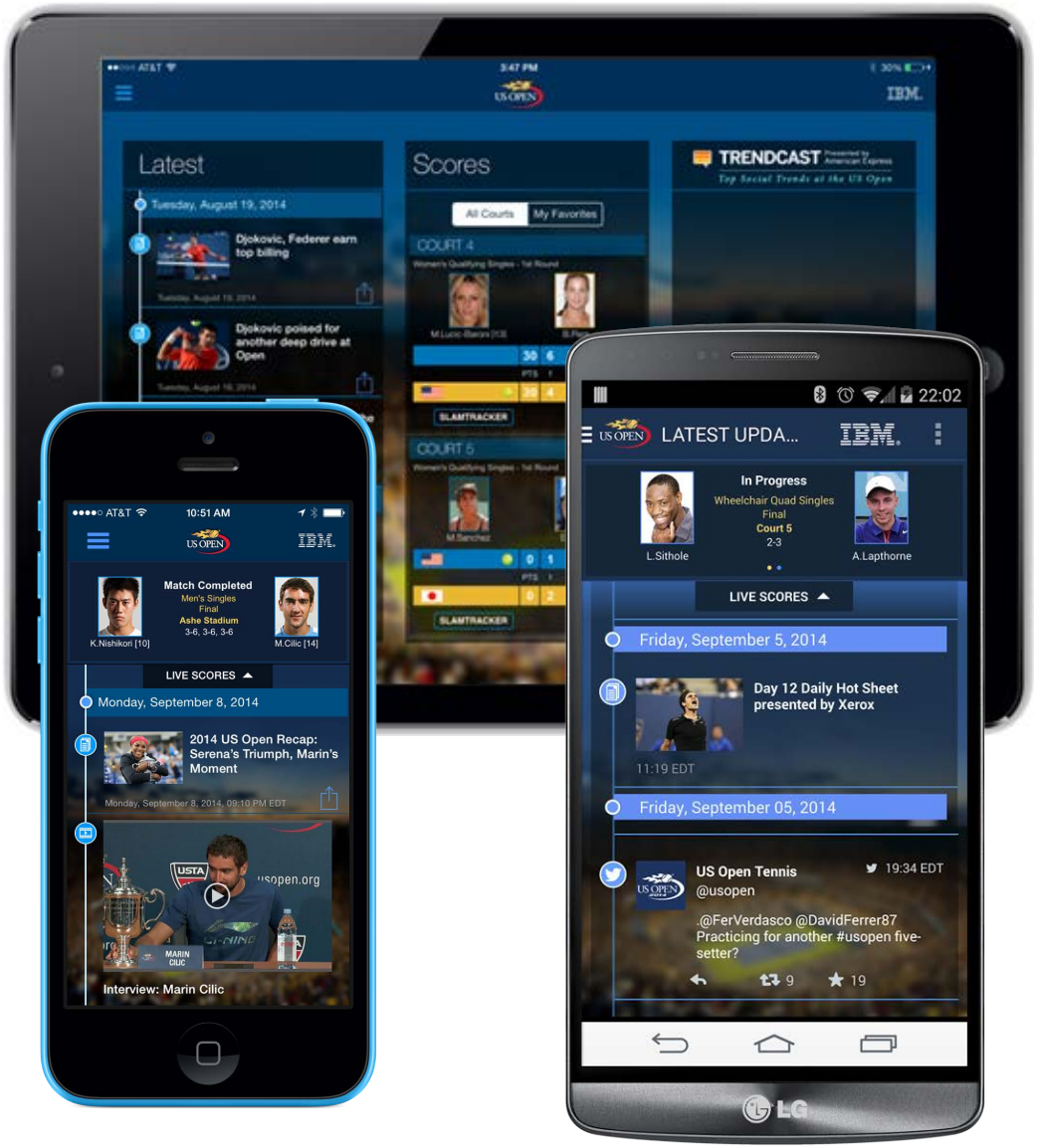


SM2 INNOVATION SUMMIT

Official Tournament Apps

1. iPhone App
2. iPad App
3. Android App
   - Both Mobile & Tablet



Objective

Develop a cross platform push alert program that enhances both the mobile and on-site fan experience while covering all three important content categories.

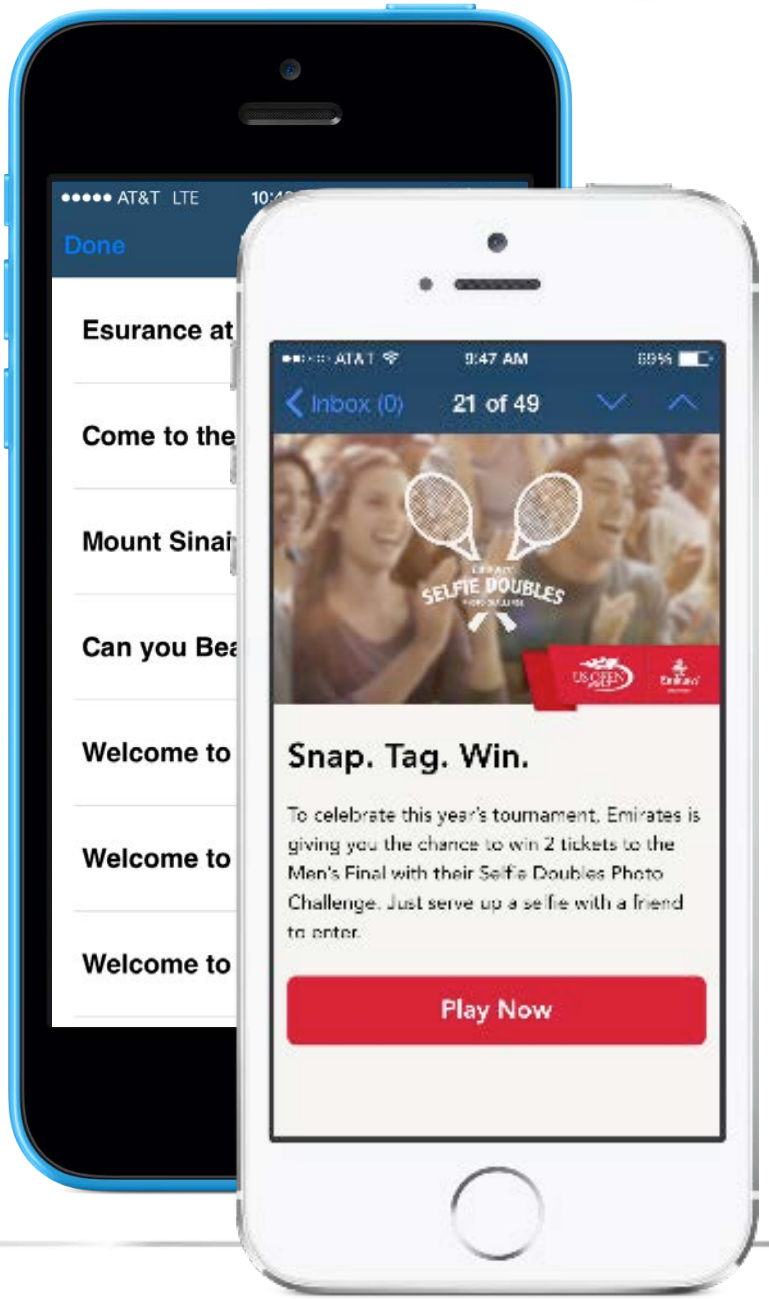
1. **Internal and Partner Promotions**

2. **Event Specific Targeted Alerts**

3. **Automated Alerts (Subscribed)**

Features Used to Achieve our Goal

- Rich Media Landing Pages
- Dynamic Inbox / Message Center
- Deep Linking & Push to Mobile Browser
- Dynamic Tagging
- Geo-Targeting (GPS)
- iBeacons



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Internal and Partner Promotions

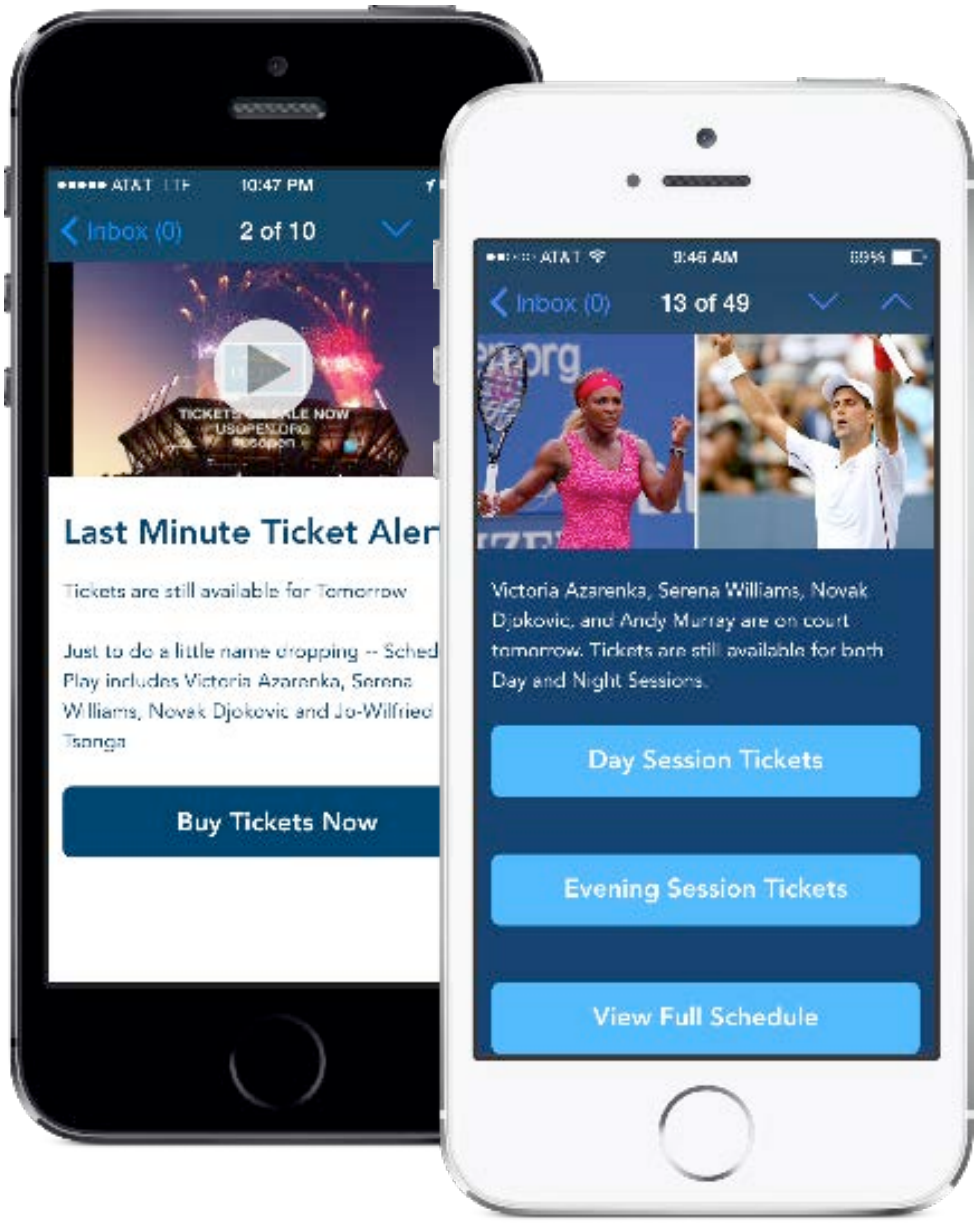
Ticket Promotion Use Case

Targeting Criteria

- iBeacon Sighting Data
- App Tags
- Current GPS Location

Over 300K Devices Reached

32% Avg. Click Through



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In-App Feature Promotion

US Open Live Streaming -- 53% Open Rate

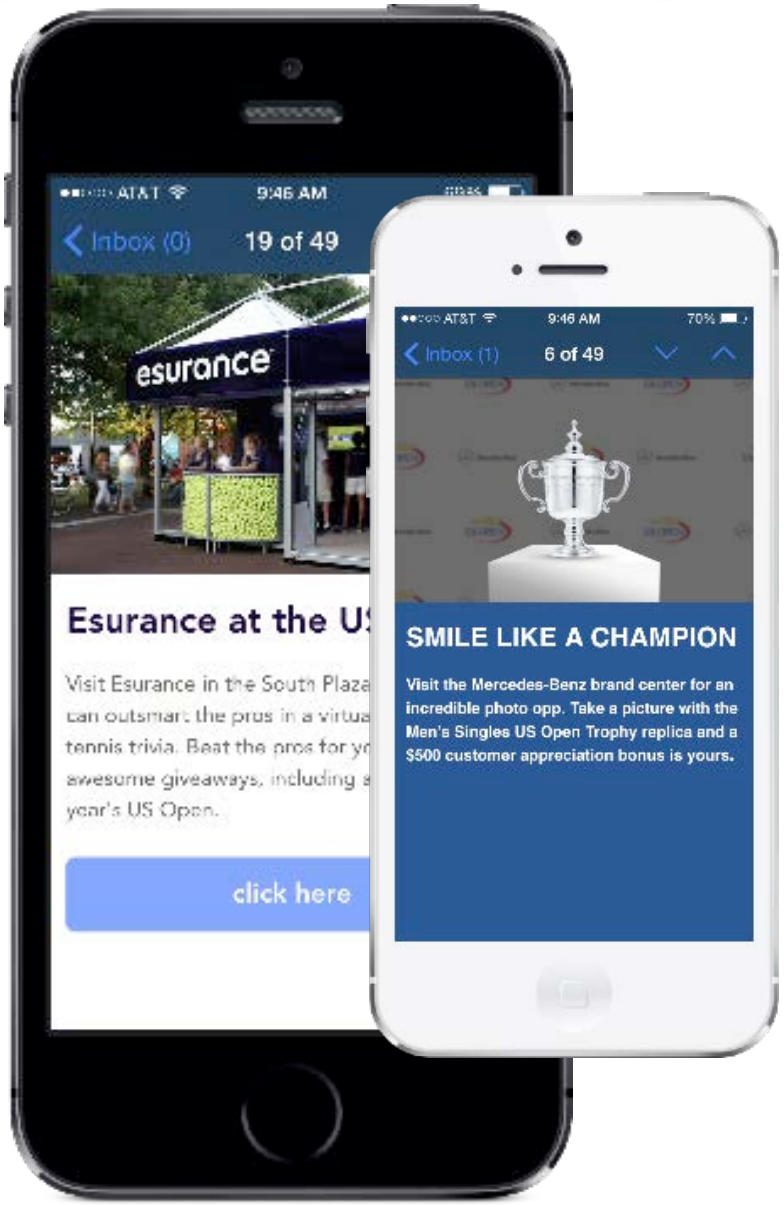
US Open Radio -- 35% Open Rate

Live Prediction Challenge – 40% Open Rate



Partner Alerts Strategy

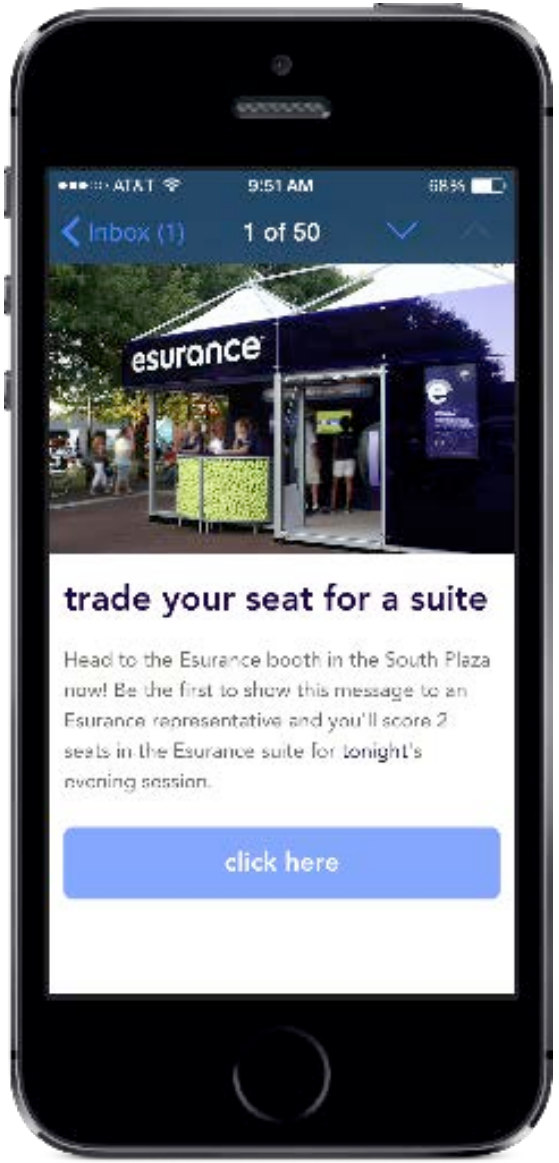
- Limited Volume of Alerts Per Day
- Parameters Around Push Content
- Custom Templates Allowed
- Inbox Functionality or Rich Media Overlay



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Partner Alerts Results

- 24 Total Partner Alerts Sent
- 52% Average Open Rate
- Over 1 Million total sponsored alerts sent
- Foot Traffic dramatically increased based off alerts











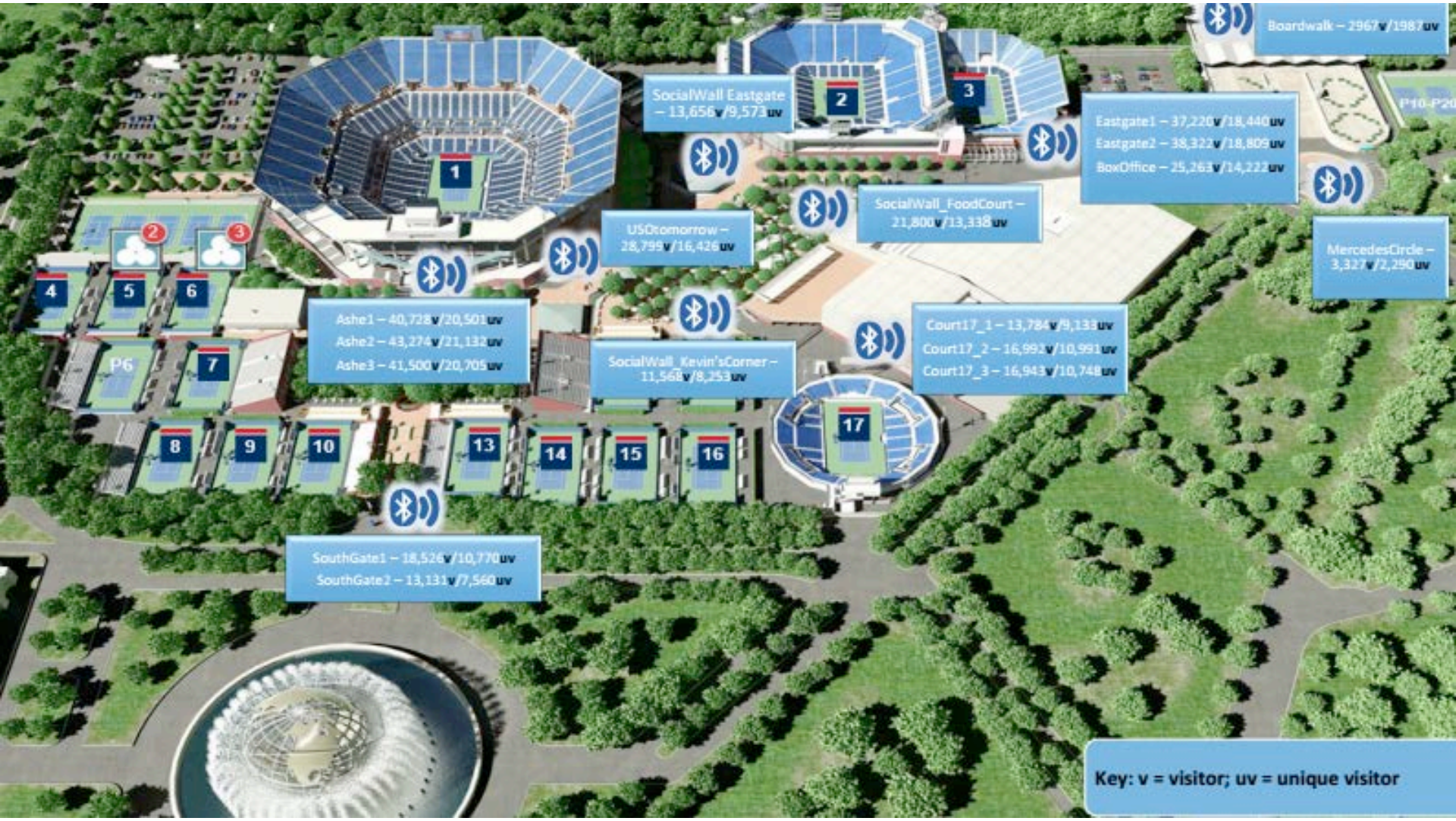
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iBeacons & Event Specific Targeted Alerts

iBeacon Overview

- Over 20 Beacons Deployed on-site
- Not all beacons used to send alerts
- Primary Use Cases
    1) Daily Welcome Message
    2) Collect Data

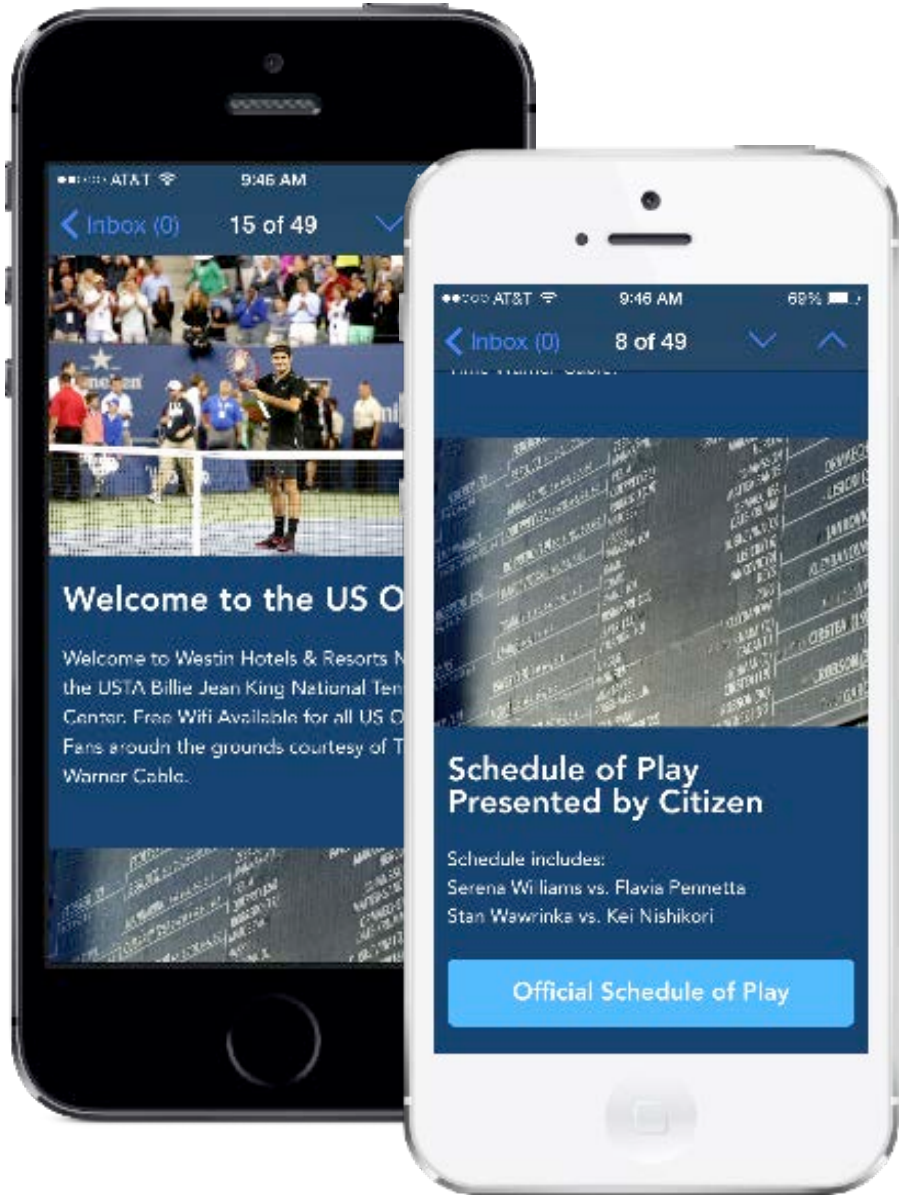
iBeacon Positioning



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Welcome to the US Open Message

- Daily ‘Welcome’ Message
- Delivered as soon as a fan entered the grounds
- Content Included
  - Official Schedule of Play
  - Autograph Signings
  - Sponsored Attractions
  - First Time Visitors Guide
  - Other Daily Content



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Welcome Message Results

- Over 75,000 Messages Sent
- Avg. 7,600 Rich Page Views Per Day
- Views higher than total push sent
- Repositioned the iPhone app as on-site guide



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