



WWE CUSTOMER SNAPSHOT

PROJECT

WrestleMania 30

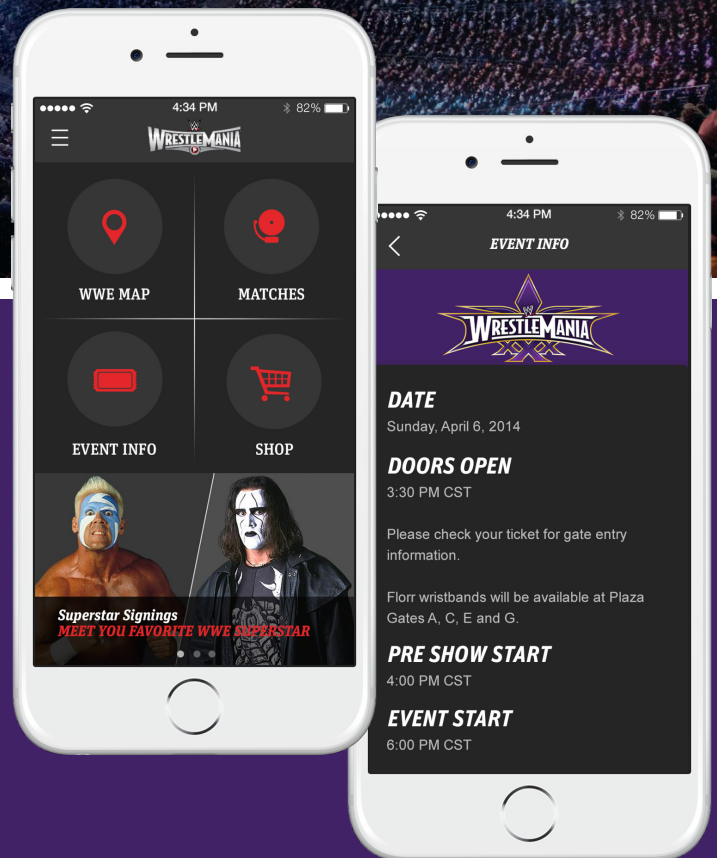
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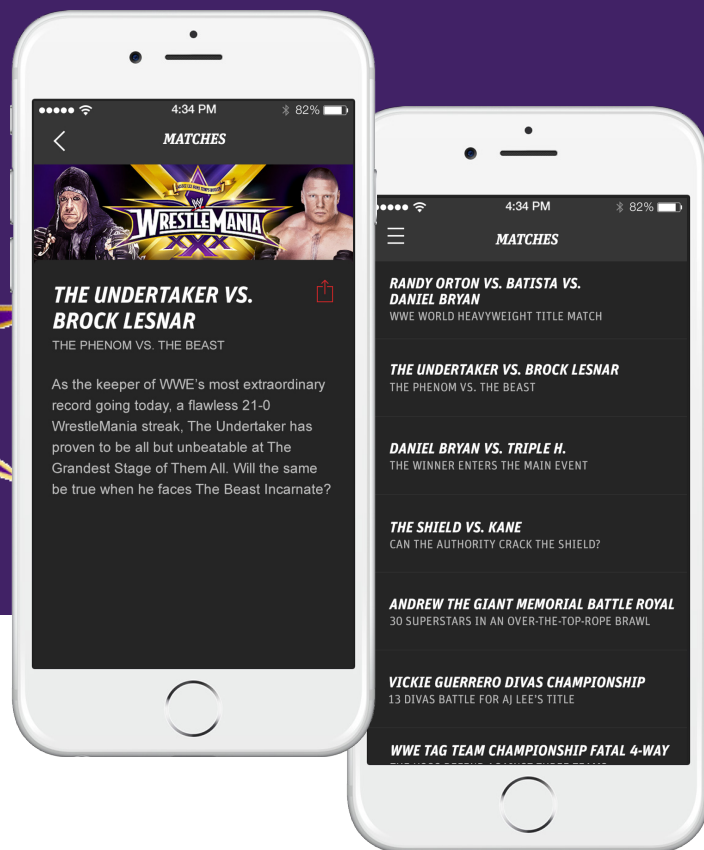
Location-enabled Event Mobile App

SUMMARY

World Wrestling Entertainment (WWE) is all about jaw-dropping fan experiences. Looking to amp things up for the 30th anniversary of WrestleMania, its premier annual event, WWE turned to Phunware for its mobile and location-services expertise. Phunware created the WrestleMania 30 app to give users access to event information, ticket sales and indoor wayfinding at the event's New Orleans venues. WWE used the Phunware platform to send broadcast messages via push notification as well as more targeted messages through mobile marketing automation. The brand also harnessed location technology to trigger unique fan experiences throughout the live event.

Over the big weekend, the WrestleMania 30 app saw 170,000 user-initiated events from more than 8,000 unique devices. In the words of WWE's Vice President of Digital Product Strategy and Operations, the app enabled WWE to "provide our fans at WrestleMania 30 and WrestleMania Axxess with the best possible experience."





CHALLENGE

WWE had an aggressive, under 30-day timeline to develop and launch the WrestleMania 30 mobile app and location-enabled experiences. Additionally, because WrestleMania has a lot of moving parts and involves in-demand celebrities, WWE needed the ability to make updates on the fly.

SOLUTION

Phunware's platform is more than flexible and powerful enough to enable the sophisticated mobile experiences WWE wanted for this event. Working together, Phunware and WWE rapidly developed robust content—including event guides, venue maps and ticket sales information. App users could opt in to alerts of interest, while WWE harnessed mobile marketing automation to broadcast messages to all users via push notifications. For example, because its Superstars have fluid schedules, WWE couldn't provide autograph-signing schedules in advance. This created long autograph lines on the first day. Reacting quickly, WWE sent out broadcast alerts via the app as soon as a Superstar's availability was established. This helped mitigate the crowds and made app users feel like extra-special insiders.

Thanks to a strategic beacon implementation throughout the event venues, app users could get turn-by-turn navigation to specific points of interest. The beacon installation also enabled exciting location-specific fan experiences as well as contextually targeted messaging to encourage ticket sales, seat upgrades and merchandise sales. WWE also used Phunware's Analytics module to learn more about its most loyal fans—testing app features as well as location-enabled experiences.

“ We worked with the Phunware team to get things off the ground quickly. I was impressed with their ability to scale up in a short amount of time and to help us think creatively, on the fly, about how to use the technology.”

Joe Lalley, WWE's Vice President of Digital Product Strategy and Operations.



LOCATION-ENABLED FAN EXPERIENCES

Mobile marketing automation with geo-fencing:

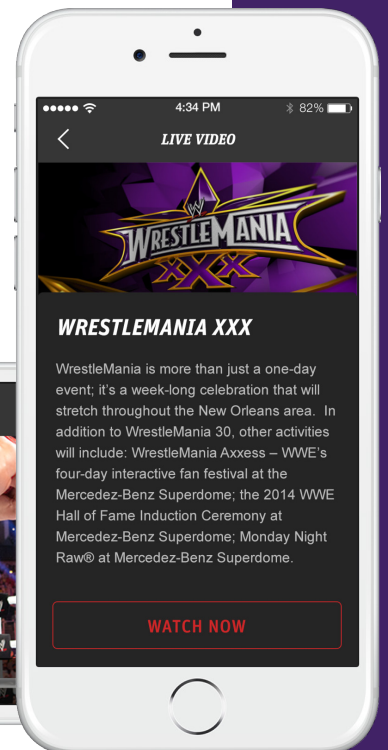
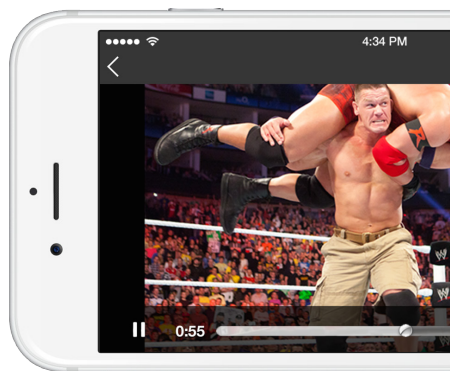
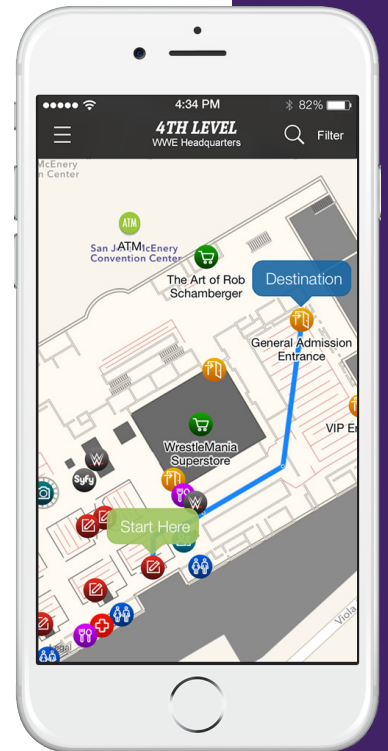
- App users received welcome messages via push notifications upon entering New Orleans city limits

Mobile marketing automation with Bluetooth beacons:

- App users at the WWE Hall of Fame event received alerts with fun facts about inductees
- Users approaching the WWE Network booth received an invitation to subscribe to the streaming network
- In The Undertaker's Graveyard, an elaborate fan experience honoring wrestling legend The Undertaker, beacons were installed in 21 faux tombstones for his felled opponents. As app users neared each tombstone, a push notification offered more details about the storied match.

EVENT MARKETING / FAN ENGAGEMENT BENEFITS

- 170,000 user-initiated events
- More than 8,000 unique devices
- Approximately 42,000 broadcast notifications, 20% click-through rate (CTR)
- 2,000+ geo-fenced mobile marketing messages, 50% overall CTR (30% CTR for the venue geo-fence alone)
- 44 beacon-triggered messages, average 30% engagement



GET STARTED TODAY!

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