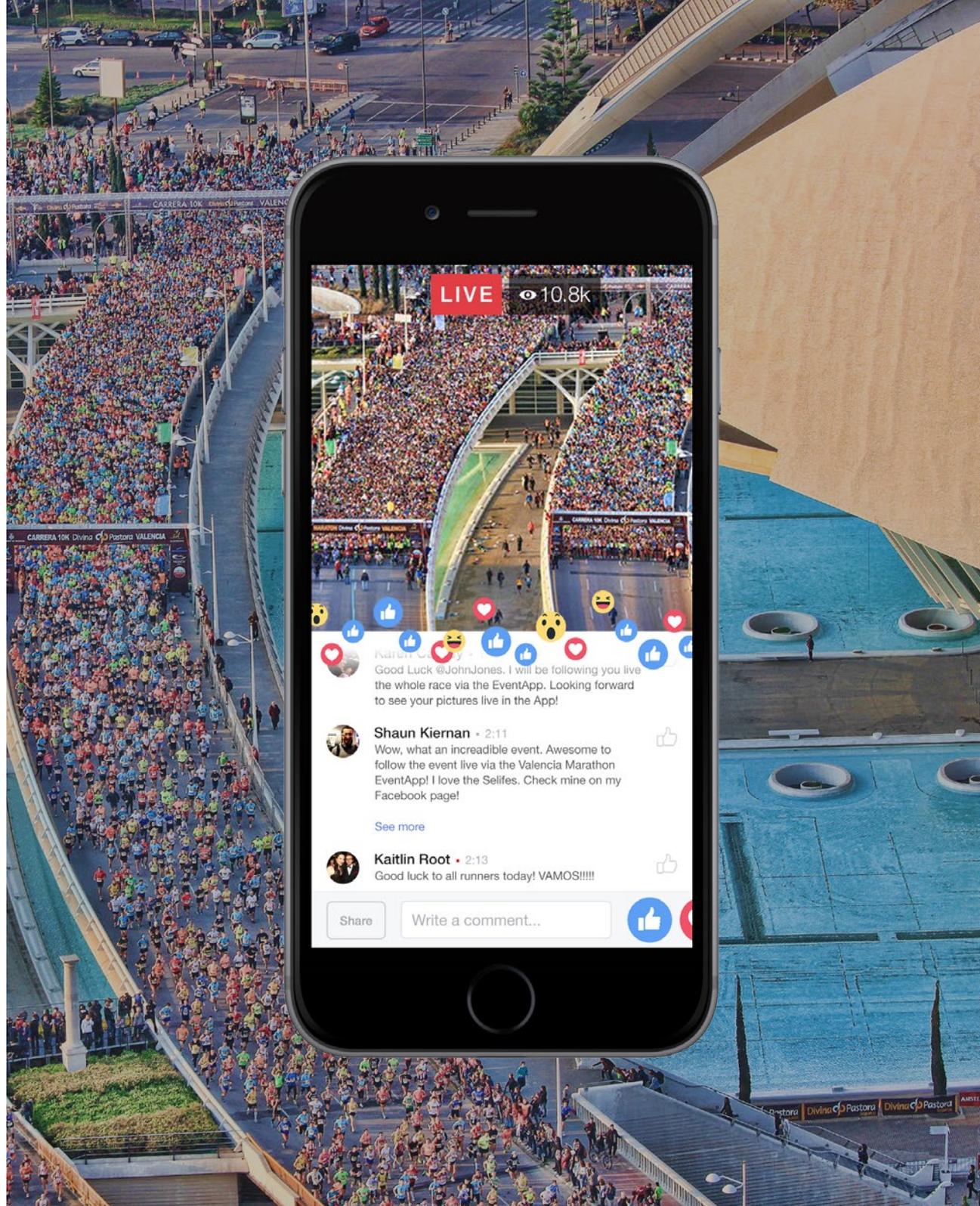


EXPERIENCE INSIGHTS

HOW TO TURN MY ATHLETES
AND AUDIENCE INTO
AMBASSADORS?

MYLAPS



EXPERIENCE INSIGHTS

The mobile phone has an important role in our lives. On average people check their phones more than 35 times per day, while the average millennial checks their phone more than 150 times per day. A known phenomenon is FOMO, fear of missing out. We live here and now, we want to know what is happening around us and what our family and friends are doing.

The same goes for sport related activities. Prior, during or after your event, athletes constantly like, comment or share content related to your event. Additionally your spectators want to follow the race live and receive a constant stream of updates. These athletes and fans are basically promoting your event. So how do they behave on social media?

And the million dollar question: What can you do to turn them into ambassadors for your event?

Since 2016 over 600 events worldwide have used the MYLAPS services like the EventApp, Results, Online Registration and personalized training plans to enhance the event experience of their athletes and fans.

Based on their success stories and our insights we put together Experience Insights. In this edition of Experience Insights we share a wide range of possibilities to bring your event experience to the next level and to turn your athletes and spectators into true event ambassadors!



THE MOBILE ATHLETE

A few years ago timekeeping was used just to capture the performance. Athletes were happy with a list of results the next day. Nowadays your participants see your event as a way to express themselves.

Prior, during or after your event, runners constantly like, comment or share content related to your event. It's up to you to help them capture the experience.

**If it's not on social media,
it didn't happen.**

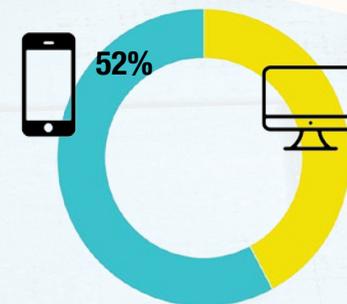


Over 60% of runners utilize their smartphones for running related activities. For you, as an organizer, there are plenty of opportunities to share your story and interact with your (potential) participants.

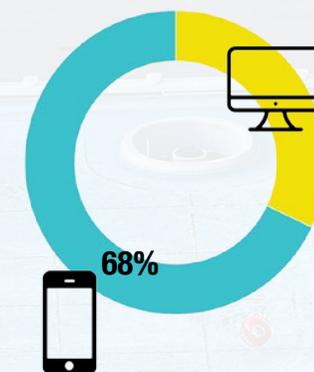
Make them part of your journey to race day.

USE OF MOBILE DEVICE vs. DESKTOP

RACE REGISTRATIONS



RESULTS PAGE VIEWS

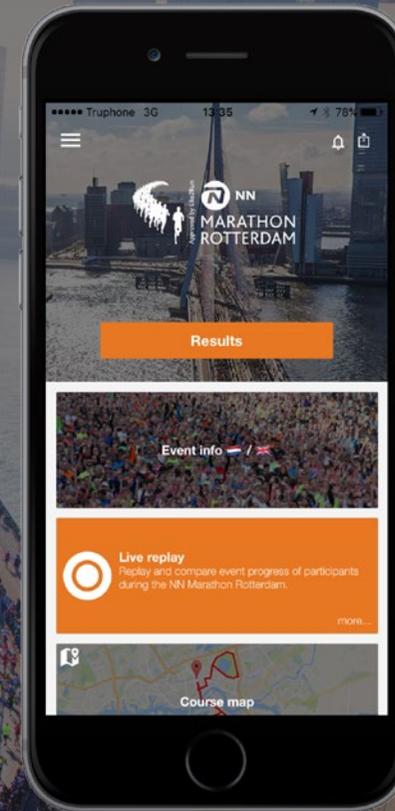


NN MARATHON ROTTERDAM '17 SHOWCASE

"Our NN Marathon Rotterdam EventApp overachieved our expectations! LiveTracking was spot on for all our 43,000 participants. The positive feedback from participants, spectators and our sponsors was overwhelming.

We are really enthusiastic about the Selfie feature and so are our fans! It was great to see them actively being shared on social media to extend the social engagement around the NN Marathon Rotterdam"

Tom Hak
Manager Marketing & Communications
NN Marathon Rotterdam



INTERESTING FACTS

 Most popular App in Appstores on raceweekend

 8,499 in-App Selfies taken

 Downloads from 110 countries

 Average session time 18:25 minutes

5,8
million screen views

101K+
App downloads

5,504
days of exposure time

CAPTURE THE MOMENT

With the rise of social media we live 'right here, right now'. What happened yesterday, doesn't matter anymore.

'Now-ism': timing is everything!

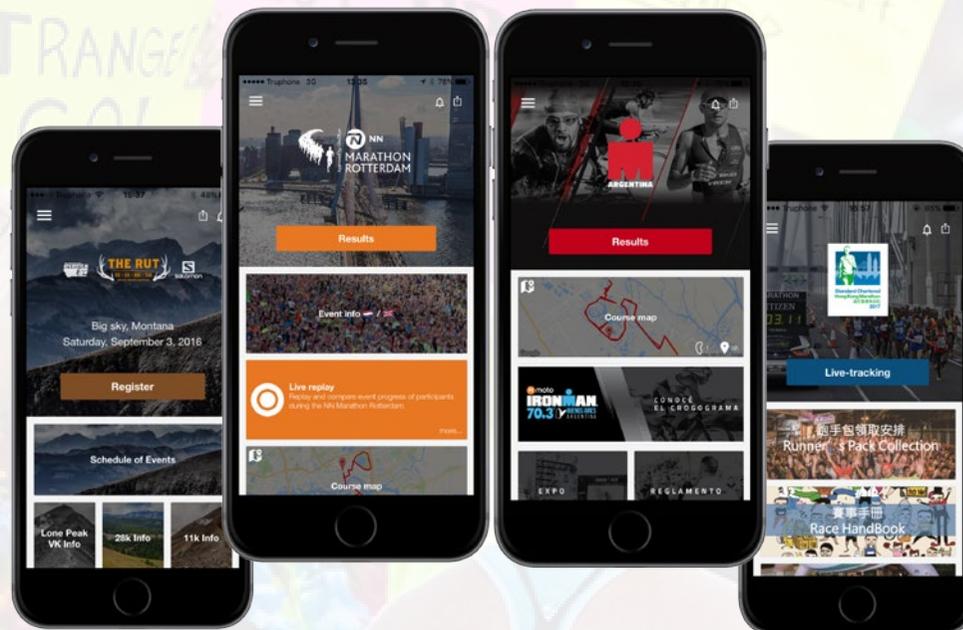
People want information on demand and to find their information within a few clicks or taps. The followers of your participants are not satisfied with a result afterward, and want to follow the progress of their favorite athletes in real-time.

They want to become part of the experience!

LIVE EXPERIENCE

Over 65% of the traffic in the EventApp are related to following the event live. Either following favorite athletes or the elites via the in-app leaderboards.

Insights based on all MYLAPS EventApps



69 minutes
Average exposure
time per user

5
Average sessions
per user

13 minutes
Average session
time per user

CONTENT IS CASH

The USA National Running Survey shows that 51% of the athletes use their smartphone to share personal running related content with their social network.

Monetize the behaviour of your athletes and potential athletes by making sure the content they share is prepared by you. By doing so you are in control and can add your branding and sponsors.

All athletes will continuously go through different phases of the sport participation cycle. Each phase you serve athletes a platform where they can express themselves and are able to share their experiences on their social media.



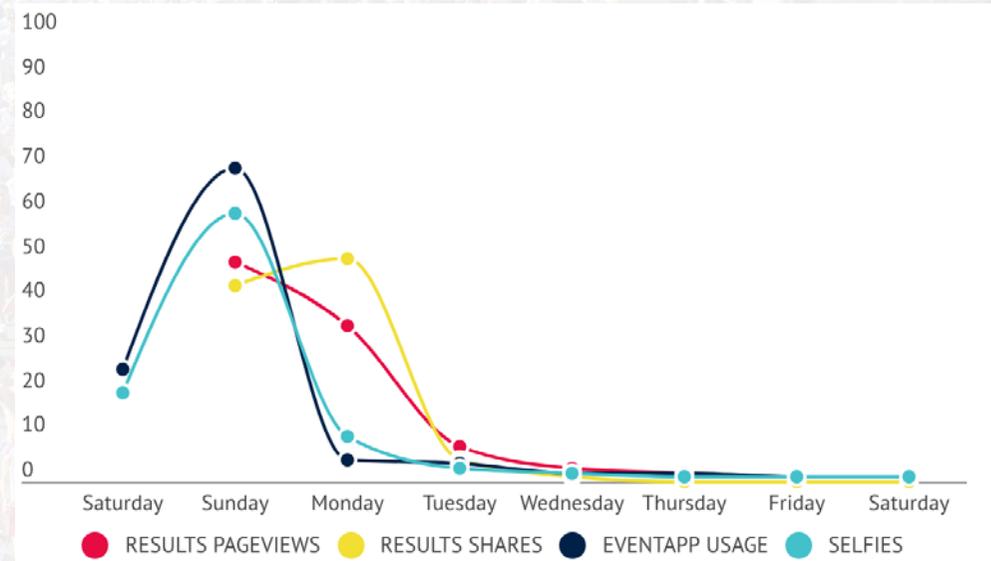
POWER OF RELEVANCE

When your athletes are highly involved emotionally, they are open to share your content with their friends and family. Sharing only occurs when content is relevant and meaningful.

Based on our Google Analytics insights we have projected the athlete behavior based on views and shares from events we have serviced.

Insights show that on Sunday and Monday the biggest traffic occurs; 77% of all web traffic. Compare that with sharing event related content like results, E-Finisher certificates, photos and videos. Over 90% of the shared content occurred on Sunday and Monday.

There is a drastic drop from Tuesday onwards after race day. You lost the momentum, the content from your event becomes less relevant and your runners are not interested in sharing this anymore.



Momentum is lost from Tuesday onwards after your event date

LIVE EXPERIENCE

It is race day! All your athletes and fans are ready to go, your event is their most important happening that day. How can you get them fully engaged and how can you serve them with automated and shareable content to maximize your exposure.

LIVEPHOTO

Let your spectators experience the journey of their favorite athletes from up close.

With LivePhoto you will receive in-app live progress updates including photos of your favorite athletes live during the race!

For participants this is a great way to share their journey on social media right after their finish.



LIVERANKING

Provide more detailed insights into the performance of your athletes.

With LiveRanking spectators, and athletes have detailed insights in the performance of their favorite athletes.

Simply compare their performance with the rest of the field. Overall, gender, category or variable of choice.

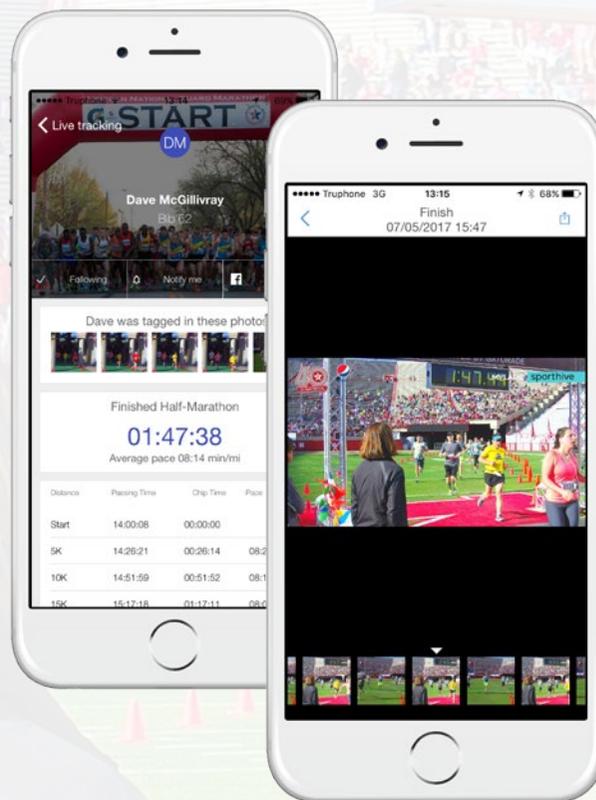
LINCOLN MARATHON SHOWCASE

“The runners were thrilled with the Photo Video service you provided the Lincoln Marathon and Half Marathon. The spectators were excited to see their runners as they progressed along the course.

We will definitely want the Photo Video back again next year. This service upgraded our event.”

Glenn Moss
President Lincoln Track Club

Nancy Sutton
Race Director Lincoln Marathon



“My wife and I trained 16 weeks to run our first Marathon in Lincoln, NE.

Our faces lit up when we received an email and link to the finish line photos taken by MYLAPS. And fortunately, it wasn't just one or two, but 10 in total to choose from! Thank you very much for capturing this priceless moment in our lives, we couldn't be more pleased.”

Todd & Darla Smith
Lincoln Marathon 2017 Finishers

67,976

Free of charge available pictures in-app

20

minutes average session time

488

Days of total accumulated exposure time via EventApp users

FUN AND UP TO DATE USERS

User generated content is the most powerful content there is. Make it possible for your ambassadors to easily share content or receive personalized content to enhance the experience.

SELFIES

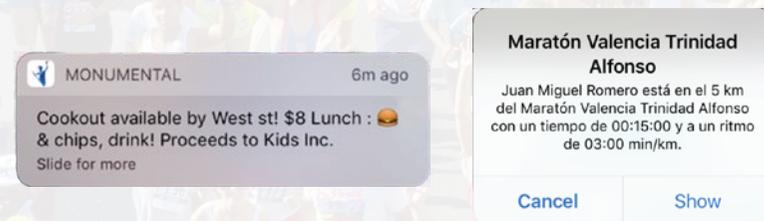
Help your athletes and fans share their experience with fun and interactive content. Selfies will help you with this!

Content shared by users equals exposure and value. Simply add your sponsor to a Selfie layer and monetize your exposure.

PUSH NOTIFICATIONS

Do you have important updates that no one should miss? Send a push notification to update all your users.

Help your spectators with automated progress updates. Via push notifications they will receive the latest insights of their favorite athletes.

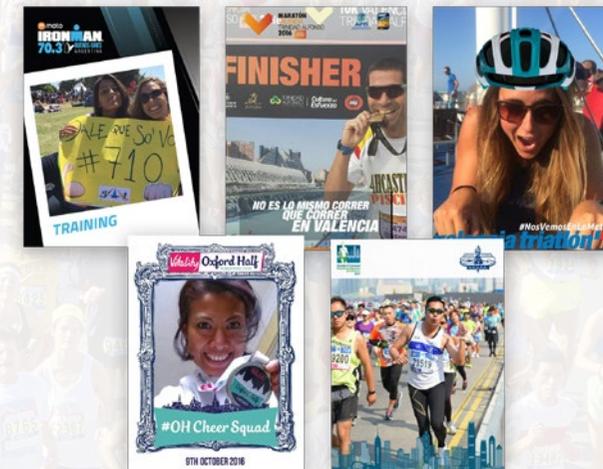


INTERESTING FACTS

In 2016 a cancelled event managed to inform over 80% of the participants with a single push message!

Since July 2016 about 30 events have used in-app Selfies with customized layers. Almost 123,000 Selfies were made by EventApp users. Close to 43,000 of those Selfies are authorized for use by the App users.

Free content for marketing purposes!



EXTEND THE MOMENTUM

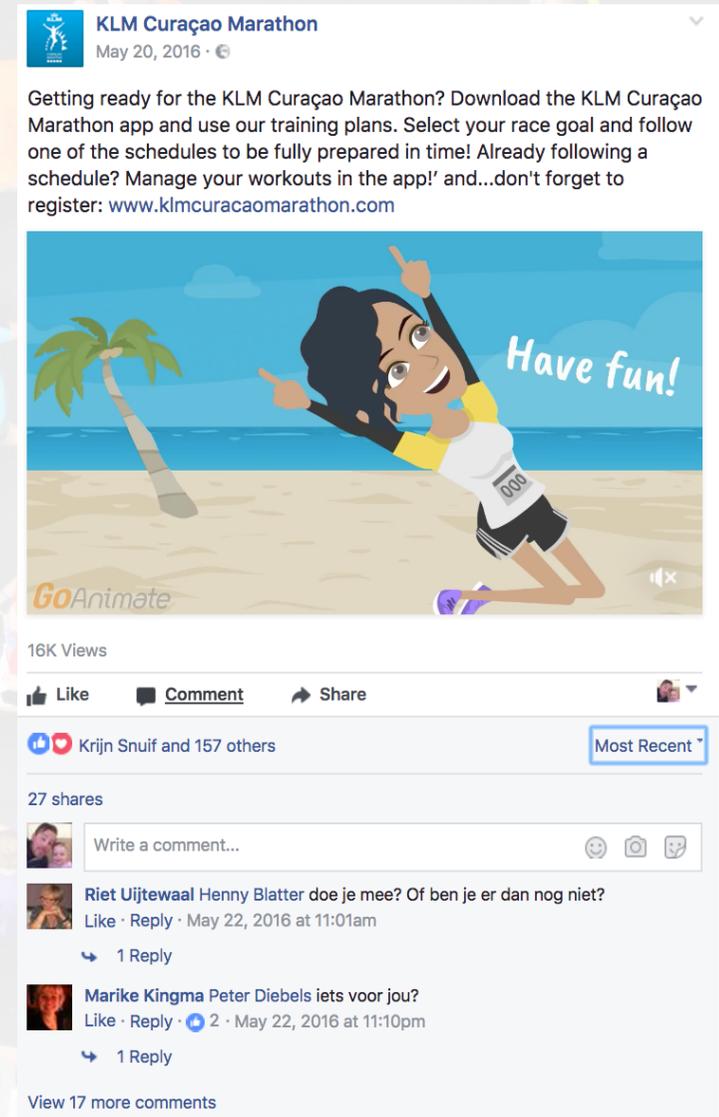
Yes, your event is held on one day or maybe two. But that doesn't have to mean that your momentum is gone in one weekend. There are several ways to engage your participants throughout the year, and keep the momentum going!

Help your participants with their journey to race day. In preparation to race day your participants run endless miles and hours to achieve their goals. Offer a training platform with personalized training plans to support them with their journey.

"I am proud that this 'Virtual Coach' is available to everyone who wishes to exercise in a responsible way. My advice is: Don't train harder, train smarter. The app will help you with this."

Kees van Muiswinkel
Race director KLM Curacao Marathon

The KLM Curacao Marathon implemented the EventApp to engage with their runners and help them prepare in a responsible way. As a result on a monthly basis on average 20 to 30% of the participants followed a training plan in the KLM Curacao EventApp. This way the organization managed to engage with their athletes months prior to the event and was able to inform participants about the latest event news and benefited from the exposure.



KLM Curaçao Marathon
May 20, 2016 · 🌐

Getting ready for the KLM Curaçao Marathon? Download the KLM Curaçao Marathon app and use our training plans. Select your race goal and follow one of the schedules to be fully prepared in time! Already following a schedule? Manage your workouts in the app! and...don't forget to register: www.klmcuraçaoamarathon.com



GoAnimate

16K Views

Like Comment Share

Krijn Snuif and 157 others

27 shares

Write a comment...

Riet Uijtewaal Henny Blatter doe je mee? Of ben je er dan nog niet?
Like · Reply · May 22, 2016 at 11:01am
1 Reply

Marike Kingma Peter Diebels iets voor jou?
Like · Reply · 2 · May 22, 2016 at 11:10pm
1 Reply

View 17 more comments

IRONMAN 70.3 ATLANTIC CITY SHOWCASE

147%

More EventApp users than participated athlete

5★

App Store Rating

372

Days of total accumulated exposure time via EventApp users

“Our #1 priority is the athlete experience. For this year, using an EventApp brought the experience to a whole new level. At each of our triathlons and especially IRONMAN 70.3 Atlantic City.

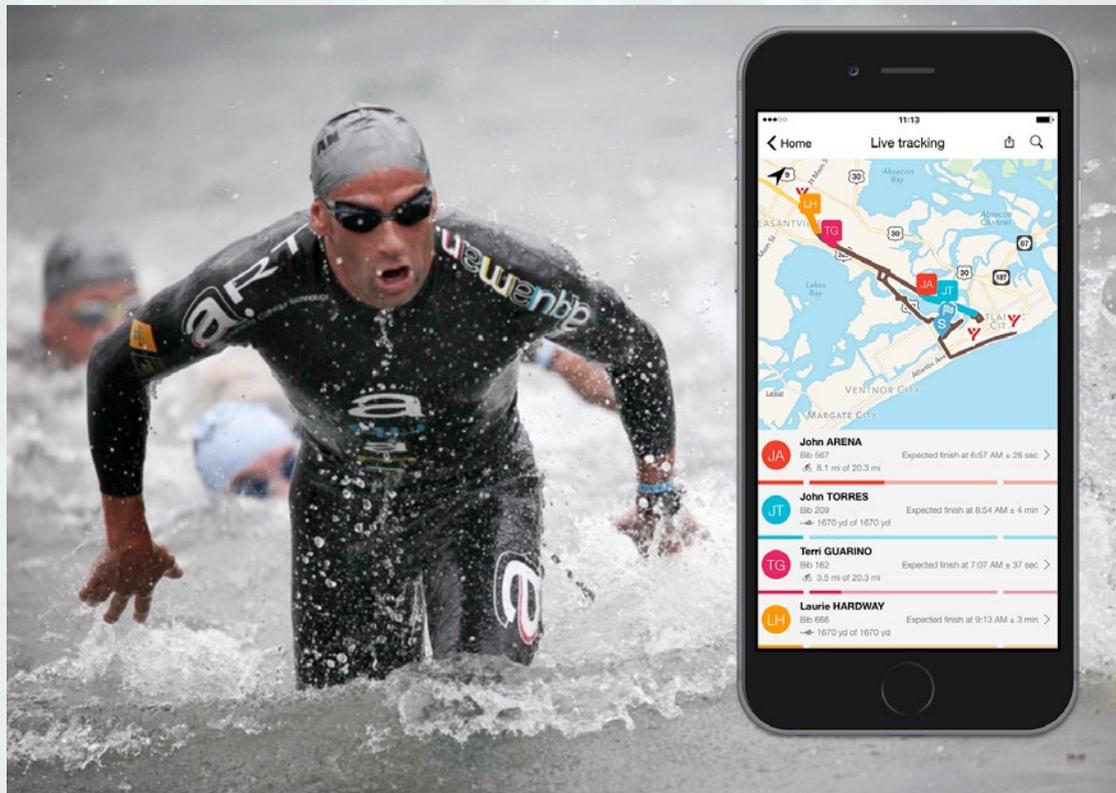
The app put real-time information into the hands of the athletes and their fans. From Live-Tracking on event day, to athlete and spectator information, to push notifications about event offerings, we utilized every component of the app and the feedback has been simply amazing.”

Stephan del Monte
CEO of DeIMo Sports Inc.

INTERESTING FACT

The MYLAPS EventApp is the only app with native in-app live tracking with different sport segments.

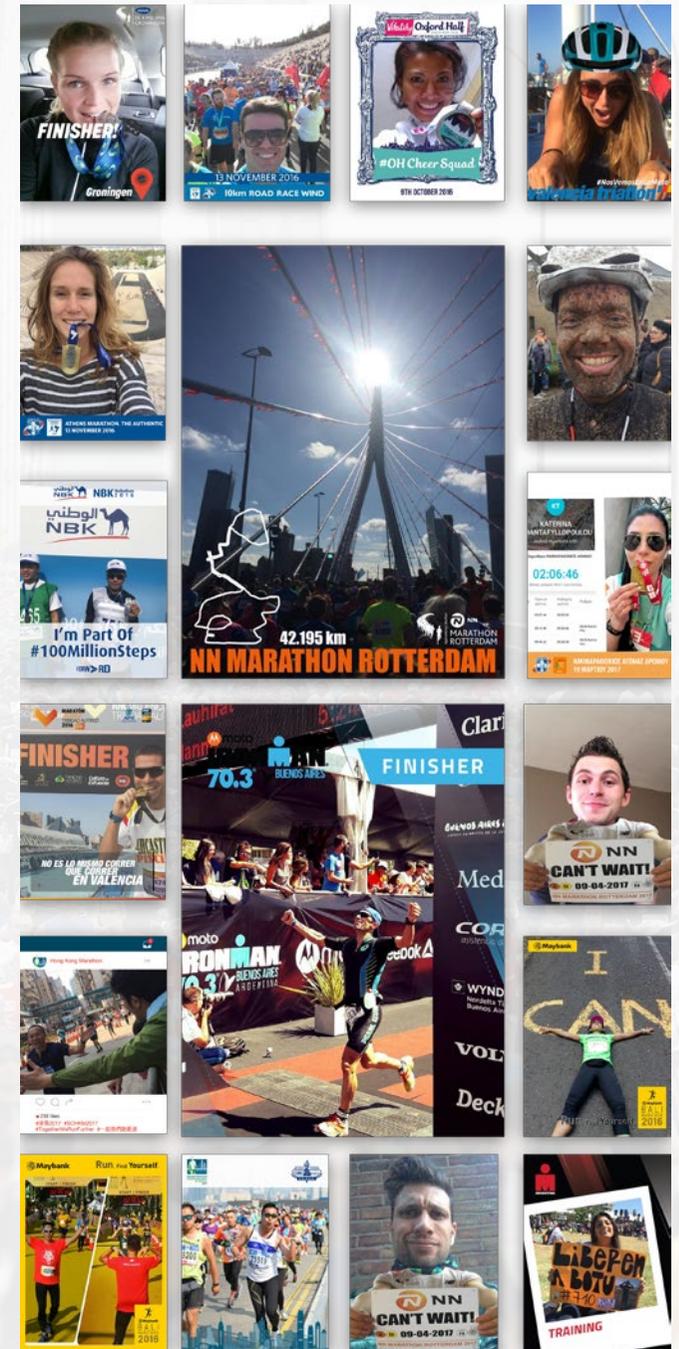
Enjoy the detailed race insights per leg for all athletes!





“With the EventApp we grew our sponsorship income by 5%. It helped us reach even more athletes and followers of our event. This year we added a live video stream to the App and shareable Selfies.”

David Rumbao
Race Director EDP Rock ‘n’ Roll Maratón & ½



“Thanks to LiveTracking in the App, spectators could see in real time where their friends and family were running and give them the ultimate support.”

Paco Borao
Race Director Maratón Valencia Trinidad Alfonso and AIMS World Running President



EXPERIENCE LEARNINGS



Use the momentum and maximize your exposure

Offer your athletes content to engage with your event, preferably months prior to race day. Via a personal training plan or actual build-up runs.



Offer Live data to athletes and fans, and make it shareable

The most engagement from both athletes and fans you will have is on race day. Make sure all the content you create, for example timing data, is available live.



Monetize the behaviour of your athletes and fans

Created content by users equals money. Offer branded content which can be immediately shared via social media by your ambassadors. The shared content is valuable for your sponsors! Incorporate this in your sponsorship strategy in order to monetize the sharing!



Take full control of your communication on race day

Inform your athletes and fans about all that is happening on race day. You now know that they are highly emotionally involved and want to be informed about everything happening on race day. More importantly they want to share that with their friends and family on social media. Benefit of that additional exposure!

JOIN THE CLUB!

We help events engage with their athletes and fans. Together with our trusted partners over 20 million athletes were timed with MYLAPS equipment in 2016. On top of that 470 events worldwide selected us as their preferred digital services provider. Including global major city marathons like the Standard Chartered Hong Kong Marathon and NN Marathon Rotterdam.

Are you interested to find out more about the possibilities to engage and make your event stand out from the competition?

Get in touch with our experience specialists for more detailed information.



GET IN TOUCH



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