



CASE STUDY: NEW STADIUM, NEW APP

TOTTENHAM HOTSPUR PARTNERS WITH LIVESTYLED TO CREATE THE APP FOR THEIR NEW STADIUM AND FANS WORLDWIDE

BACKGROUND & CHALLENGES

The team at Tottenham Hotspur have worked closely with LiveStyled to create a world-class app that will very quickly become essential to all fans of the club. The app is truly the first of its kind, as it dynamically encompasses both the in-stadium experience and the latest club content for fans around the world.

The main objectives that Spurs had for the app were:



TO DELIVER A WORLD-LEADING APP THAT THE CLUB CAN BE PROUD OF



TO PROVIDE AN ESSENTIAL COMPANION FOR SPURS FANS AT THE NEW STADIUM



TO ENGAGE AND IMMERSE SPURS FANS WORLDWIDE



TO GATHER VAST AMOUNTS OF DATA ON SPURS FANS

LIVESTYLED SOLUTIONS

DELIVERING A WORLD-LEADING APP

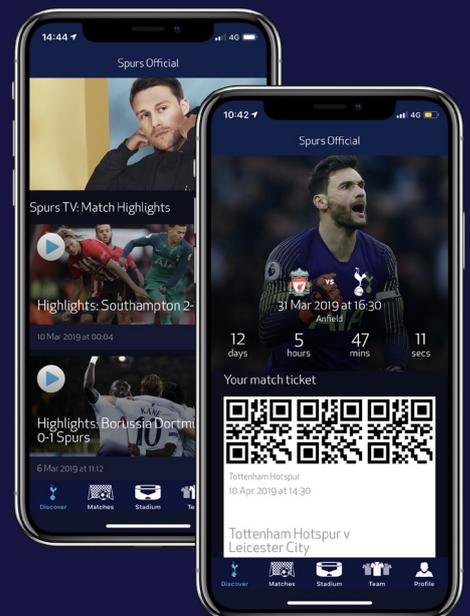
Tottenham Hotspur and LiveStyled have been working together on innovative new functionality that will re-define how sports teams interact with their fans.

Through a Single Sign On Integration, fans are able to login with their existing Spurs account. The home screen of each fan's app then changes based on their age, location, ticket status and ticket type. This allows Spurs to truly surface the most relevant content at the most relevant time.

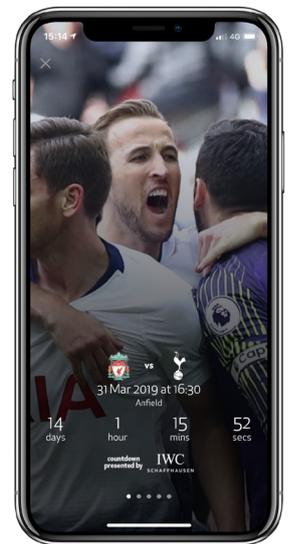
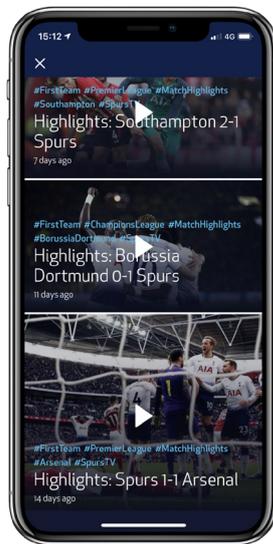
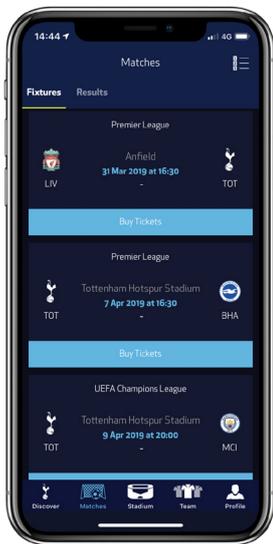
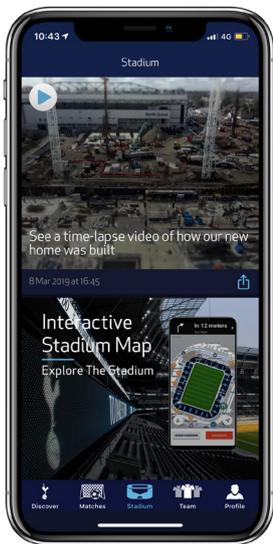
PROVIDING A FAN COMPANION FOR THE STADIUM

The sheer quality of Spurs new stadium deserves an app experience that matches its stature. Once the app recognises that the user has a match ticket, and ascertains whether that ticket is General Admission or Premium, it surfaces them the features most relevant for their visit.

This includes their mobile ticket for entry, turn-by-turn way-finding via an interactive stadium map and helpful proximity messages both inside and outside the stadium - delivered via beacon technology. Fans can also access relevant stadium information via the app's dedicated Stadium tab.



Visit lifestyled.com or call +44 (0) 20 7223 3262 to find out more



ENGAGING SPURS FANS WORLDWIDE

For those that don't yet have a match ticket, the app has more than enough features to make them feel like they do.

This includes everything from the latest fixtures, league tables and Spurs' match day centre. Fans can also check out player profiles, take part in trivia quizzes and even vote for the music that the team walk out to on match days.

There's then all the latest club video, news and even live video streaming of exclusive Spurs content.

On top of that, there's a countdown clock to build excitement for every match, plus full screen photo galleries showcasing match day warm ups, key match moments and Spurs legend shots from the archives.

GATHERING DATA ON FANS

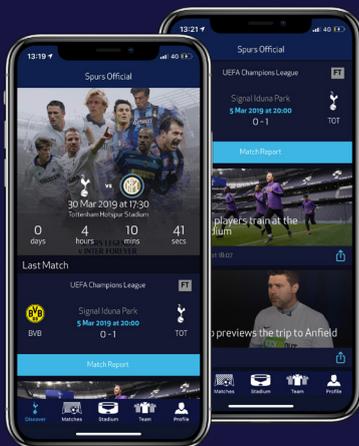
The data points gathered through each user's app journey will allow Spurs to learn more about their most valued fans.

Based on each interaction with the app, the LiveStyled platform learns and automates the content within their app feed and delivers each fan the truly personalised app experience that all marketers dream of.

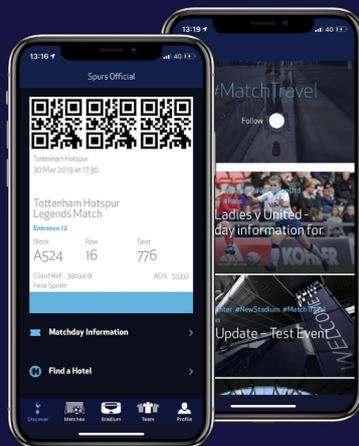
In addition to the data points already highlighted, the app also collects data on the location of fans who visit the stadium on match days, allowing Spurs to view heatmaps of fan journeys to and from the stadium. This data enables Spurs to make more informed operational decisions and learn more about the habits of stadium visitors.

ONE APP, COUNTLESS EXPERIENCES

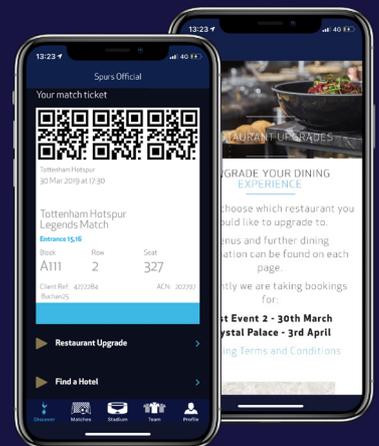
Through Context, Spurs are able to personalise each tab of the app to any fan segment:



Signed in -
Without a Ticket



Signed In -
With a GA Match Ticket



Signed In -
With a Premium Match Ticket

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