VenueXP

Leveraging the insights and engagement solutions of mXP (mobile experience) VenueXP allows you to enhance your "first class" venue fan experience with a state-of-the-art Mobile Fan Engagement Platform. Why settle for the typical affinity program that struggles for adoption or traction?

mobile-xp.com

✔ *Enhance your venue's digital mobile strategy*

Using their mobile phones, attendees can share their recall of corporate logos and signage in your venue - empowering marketing managers to quantify fans' unaided and aided recall - and the impact on how fans view the brand sponsor. Plus, much, much more!

Benefits of VenueXP: It's About Monetization!

A continuous flow of guest feedback coupled with mXP's unique approach provides in-moment insights on guest recall of corporate logos and signs in your venue.

Quantify a fans' unaided and aided recall of corporate logos & signs on display in your venue, plus impact on how fans view the brand sponsor.

Re-contact your guests to gain additional insight on their reported sponsor recall and impact on the brand.

Increase ticket sales, packages, and boxes.

Send venue guests relevant messages, a quick survey, or a personalized reward and offer.

Learn what your guests are saying right now about your food, merchandise or their overall experience.

Compare and index your results against the busiest venues in the U.S., venue of similar annual attendance or by event type, and by your competitors.

About mXP

mXP, powered by SessionM, is a suite of mobile products that include Phoenix's best-in-class market research methods, vertical industry expertise, and advanced analytics. mXP products provide access to an extensive network of on-the-go consumers, sourced from 100+ million mobile device users and among a coalition of 1,600 integrated mobile apps. mXP provides marketers with insights quickly, acquiring more than 275,000 responses each day, allowing for accelerated delivery of decision-making information and answers to business critical questions.

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