



SUMMARY (5 DAYS)



5,529
NEW APP
DOWNLOADS

4,640
NEW FAN
REGISTRATIONS

9,795
USERS ▲ 185%

22,522
VISITS ▲ 322%

120,320
VIEWS ▲ 365%

TICKET GIVEAWAY



1,522
NEW APP DOWNLOADS

LIGHT UP ACTIVATION



4,007
NEW APP DOWNLOADS

▲ 290%
INCREASE IN USERS

▲ 280%
INCREASE IN VISITS

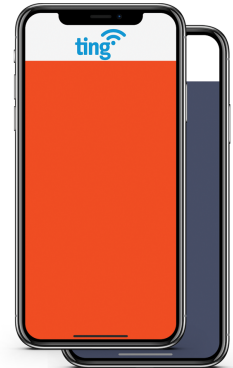
▲ 344%
INCREASE IN VIEWS



5,518
FANS PARTICIPATED

37%
OF VENUE

6,739
DAILY USERS ▲ 330%



ABOUT FANTHREESIXTY

FanThreeSixty is a data-driven fan engagement company that studies fans and their behaviors to turn everyday experiences into remarkable ones. As an industry leader in using fan data and predictive analytics, we help our clients transform the way they act on fan data. Our all-in-one fan engagement solution includes data aggregation and organization, app development, predictive sales and marketing models, in-venue Wi-Fi and automated fan activations.

FAN POLL

Should we try the Light Up JPJ event again in the future?

85% **YES** 👍

15% **NO** 👎