

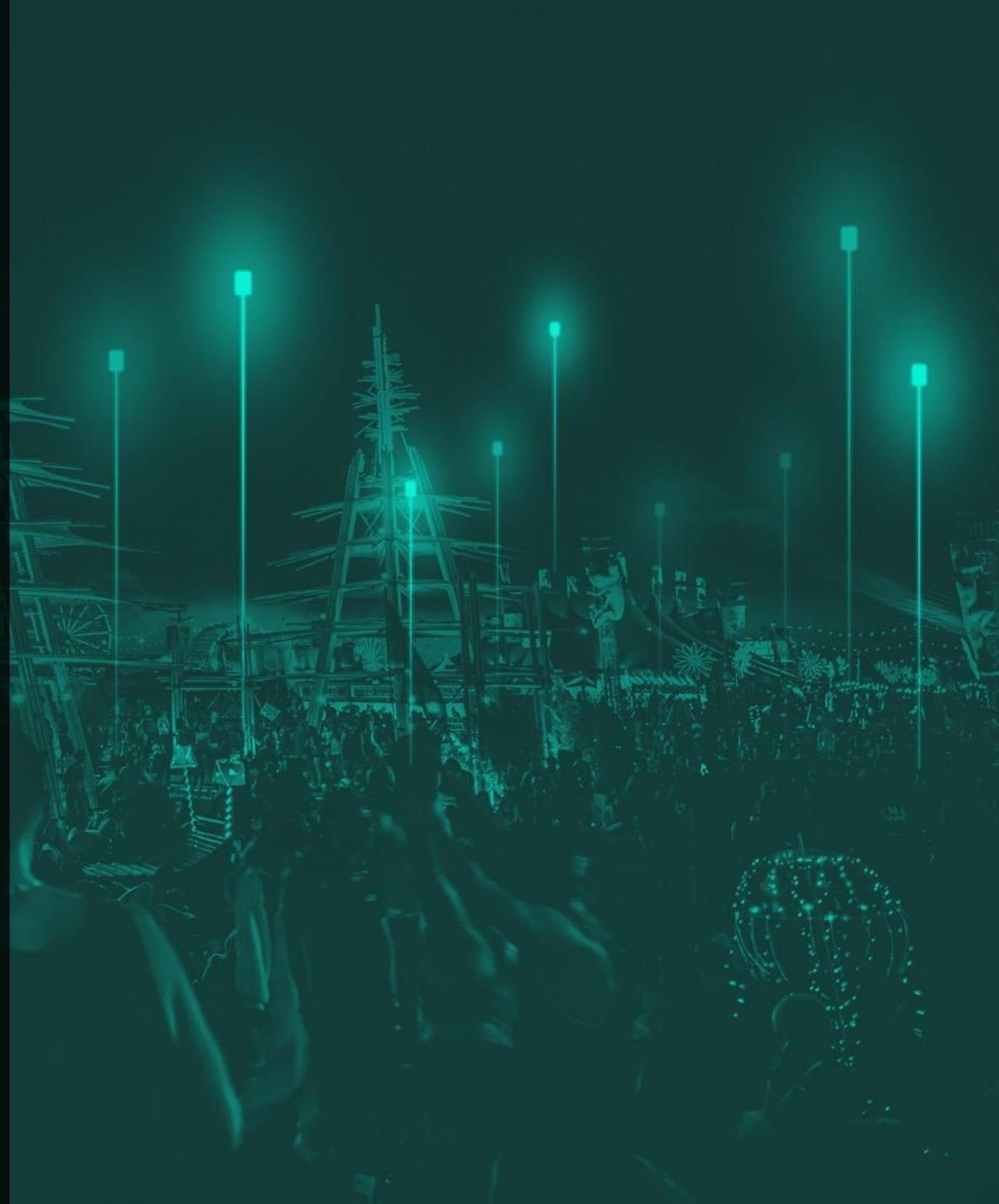
Monitor Measure Engage

Location intelligence
for your event

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Harness the power of location data

Built specifically for live events, Crowd Connected's Colocator leverages your existing official mobile app – turning it into a powerful tool and revenue generator.

Colocator is a suite of integrated services all powered by the stream of valuable location data generated by your app users.

It's the only solution that doesn't require additional hardware*. All it takes is a simple plug-in to your existing app.

Which makes it easy to deploy and very cost effective.

And it delivers multiple benefits across digital marketing, commercial and operations teams.

Supercharge your event app into a valuable revenue generator. [Get in touch with Crowd Connected before you commission the app for your next event.](#)

*For outdoor locations zero infrastructure required. For indoor locations pre-existing infrastructure with no modification is often sufficient. In some indoor environments a low cost temporary hardware deployment may be required.

BENEFIT #1

Elevate your sponsor proposition

It's no longer good enough just to send a post-event report full of pictures of smiling people and some social media comments. Sponsors increasingly demand quantitative evidence on how their activations performed. You need to provide your commercial partners with what they crave: robust, meaningful data. Or risk losing out on valuable revenue.

Colocator provides you with the quantitative analysis you need. It surfaces detailed visitor behaviour metrics, enabling sponsor activations and other facilities to be properly evaluated for the first time.

Understand the attendee journey, and how people consume what's on offer. And not just limited to your event site.

Win and retain the commercial partners you want.
Don't send out your next sponsorship proposal without finding out how Colocator can help you achieve your commercial goals.



BENEFIT #2

Truly personalise your event app

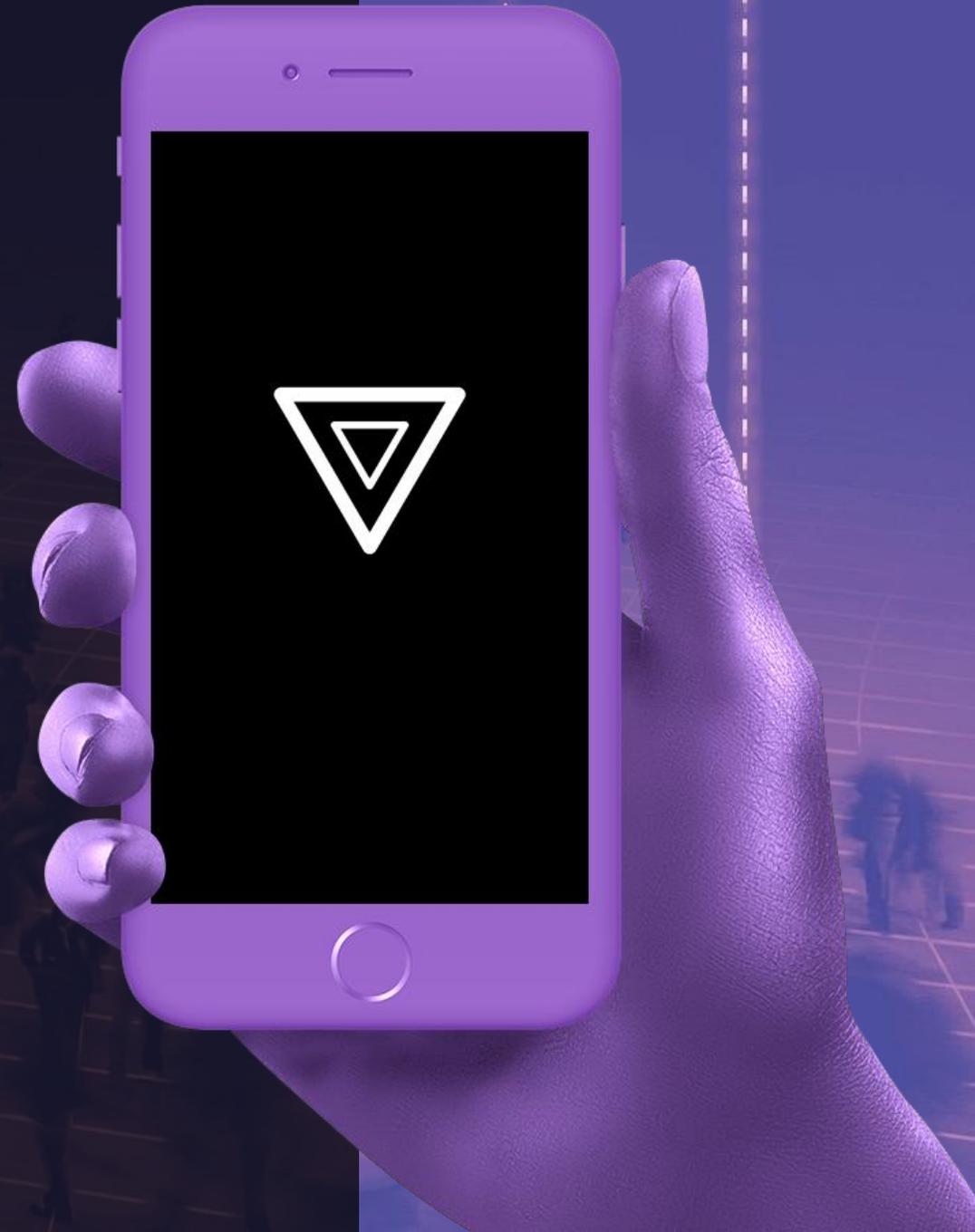
There's ever increasing pressure to message the public at your event. Which means a very real risk of overload or 'spam'.

Sponsors want (and are willing to pay extra) to send branded notifications to your app users. Operations managers need to send important information to customers. Customer experience teams

want to enhance attendees' enjoyment of the event. Marketers want to use notifications to sell future tickets.

Only the geo-behavioural targeting offered by Colocator is truly able to personalise all this messaging, making every notification valuable to your customer. What's more, Colocator also measures the impact of those messages.

Wanting to optimise your messaging strategy?
Get in touch with Crowd Connected to see how Colocator can help you hit the target.



BENEFIT #3

React quickly & reliably, even to the unforeseen

CCTV costs stretching your budget?
Limited staff make it impossible to
monitor every area?

Colocator's real-time heatmaps and
dashboards provide control rooms
with the solution. Build custom views
into your data. Tackle blindspots,
even offsite. Get early warning of

crowd density, queues, movement or
incidents.

Then respond, quickly. Point your
cameras and deploy staff to the right
locations. And use Colocator to
reliably communicate with the public
in a specific area, in a very targeted
fashion.

Under pressure to deliver more for less?

**Discover how Colocator can really boost on
the ground operations.**





Proven tech already deployed by events around the world

Colocator is relied on by a rapidly increasing number of live events of all shapes and sizes across the globe. Over 100 events used our technology in 2017-18.

And it has benefited a huge swathe of well known brands too.

Our platform already processes billions of location updates to deliver unrivalled audience monitoring, measurement and engagement.

Isn't it time you got your event Crowd Connected?
Let's chat.

Planning your next event? **Get in touch with Crowd Connected and see how easily you can unlock the power of location data, leveraging your event app.**



Baku 2015
1st EUROPEAN GAMES





colocator
by crowdconnected

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