



# APPMIRAL

The best audience and experience platform



## Use case

### Graspop Metal Meeting during COVID-19

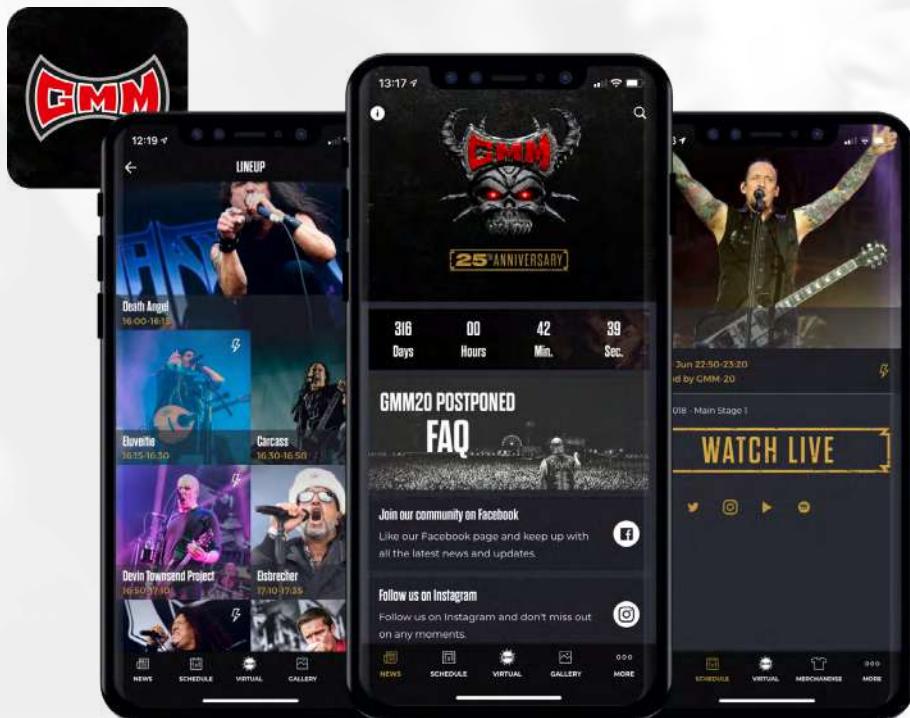
In this case study, we'll explain how we adapted the Graspop mobile app and adjacent fan engagement to fit their digital alternative event called 'Infected by GMM-20'

# Introducing Graspop Metal Meeting

Graspop Metal Meeting is a Belgian heavy metal festival held in Dessel since 1996. The festival welcomes over 150.000 international metal-heads, a number which keeps rising every year. Their successful combination between music, entertainment, metal markets, and their renowned laid-back atmosphere makes this festival one of the best European metal festivals.

This results in attracting the most popular international metal bands like Iron Maiden, Slayer, Hatebreed, Slipknot, KISS, Volbeat, Black Sabbath, Ozzy, and so on ...

**Download here the app from the Stores  
and see for yourself**



# GMM app in numbers

Graspop Metal Meeting has build an annualy growing and very loyal fanbase. These last few years, their Communication and Media & Marketing teams were able to make their app so valuable that over **80% of the GMM ticket buyers downloaded and used the app.**

Below you can see that even in a year without an actual event, their application is a full-on channel for them to engage with their audience in a cost-efficient way.



## 2019

**Normal year**

( from 01-01-2019 till 31-12-2019 )



## 2020

**Hit by COVID-19**

( from 01-01-2020 till 31-07-2020 )

⤵ Unique app users

**+ 45.000**

**+ 30.000**

📱 Sessions started

**+ 1.100.000**

**+ 200.000**

🏁 In-app interactions

**+ 200.000**

**+ 70.000**

❤️ Artists favorited

**+ 400.000**

**+ 210.000**

📈 Avg. sessions per user

**+ 25**

**+ 6**

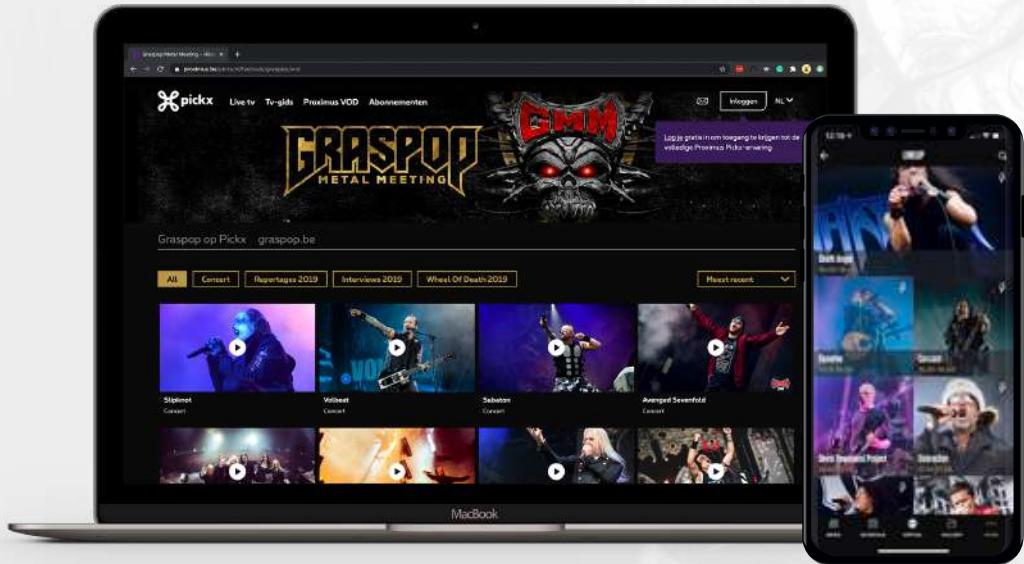
# Hit by COVID-19

Our entire world has been turned upside down since the outbreak of COVID-19. Not only the event industry but the entire global economy is slipping into a recession. For festivals and music events, it's clear now that the music has stopped for 2020. This pandemic is leaving our favourite festival grounds empty, thousands of musicians without stages, and hundreds of millions of fans disappointed.

But the **desire for connection**, and to lose ourselves in music, is still here. Stronger than ever, perhaps. So, how can you adapt to this new reality?

## Become a media company in just a few months

Music festivals are great in providing an **analog experience**. The current situation is forcing them to reinvent themselves and become a **digital media company** in a matter of months. Creation, curation, streaming and delivering this alternative digital content are just a few of the new operational challenges music festivals face when deciding to provide a virtual/digital alternative.



# Platform flexibility 2.0

These last years, we've been focussing our engineering efforts on adding more **flexibility** throughout our platform, empowering our clients to boost both **experience** and **engagement** while gathering **insightfull** data on their ticket buyers and app users.



## Your 'feed' is where the action takes place

Over **70% of the activity** is happening in the feed, this is exactly what all the big social media platforms present to you as their 'homescreen' and so should you. Via our CMS and integrations (RSS, Instagram), our clients are always **in full control** of what their digital audience will be seeing and experiencing. Based on the timing (before, during and after the event), this feed will surface different types of content, news items, banners, buttons, ...

## Adaptive menu/interface

Our analytics showed us that timing or context create different kinds of needs with your audience and fanbase. Allowing our clients to embed their ticketing shop or merchandise platforms - before and after the event - as a navigation item in their apps, leads to a **direct boost of traffic and sales**. During the event we replace these with the more typical festival app features like map or schedule. This makes their app not only way more **intelligent** but also **context-aware** for the users.

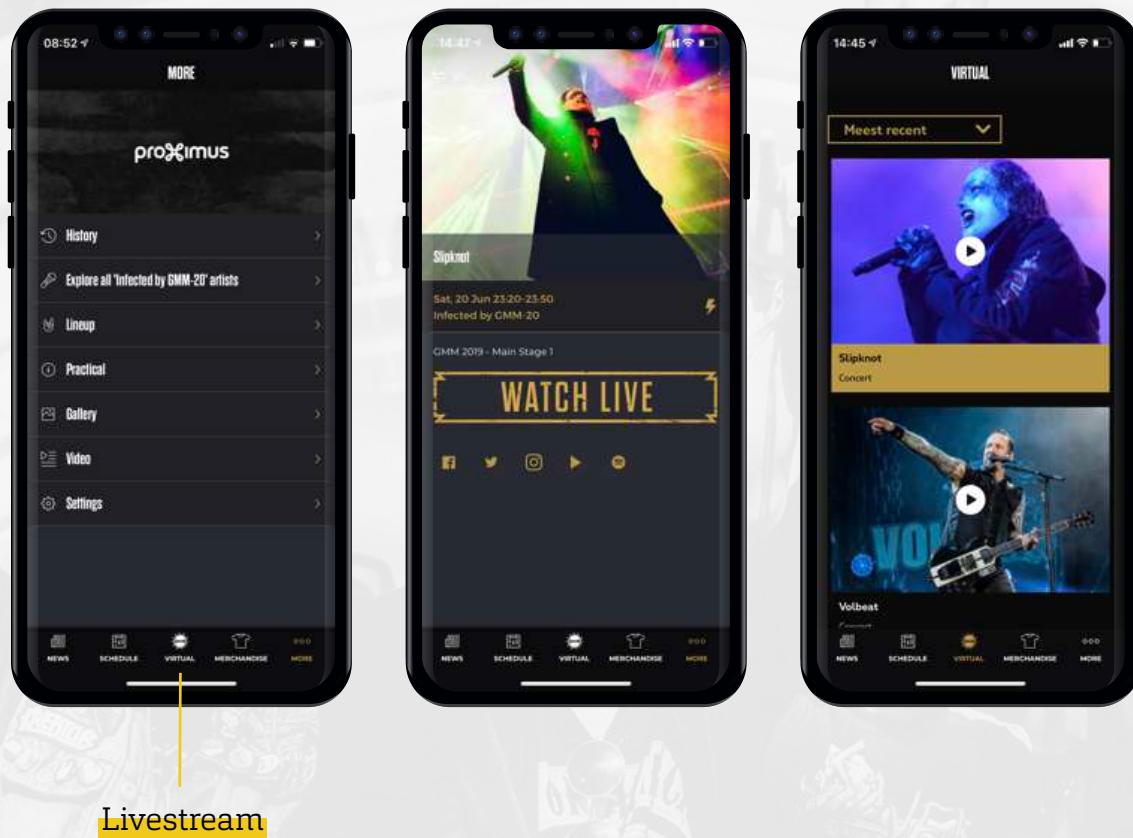
For GMM, this allowed us to easily create a new navigation item linking to their Livestream

# Easily embed all your Livestreams

There are many ways and solutions to create a Livestream. For **non-paid streams**, mostly the 'social-streaming' platform are used like Facebook, Instagram or YouTube. These all-in-one solutions are free, user-friendly (but have a rather poor quality) and can be easily added via our CMS into your mobile app.

For **paid virtual events**, we've pre-integrated and prepared our platform to close the loop in a fast and cost-efficient way by integrating your ticketing provider and external Livestream platform.

**Tip:** Based on what we see in other industries, we believe that adding a virtual ticket to your offering could be there to stay, even after COVID-19.



*"Our mobile app has become one of our most important channels to inform and engage with our audience. The flexibility of the Appmiral platform allowed us to quickly pivot our experience offering from actual event to a virtual event.*

*Our loyal app userbase quickly spread the word enabling maximum reach without additional advertising spent."*

**Eli Wouters**

Marketing & Media - Graspop Metal Meeting

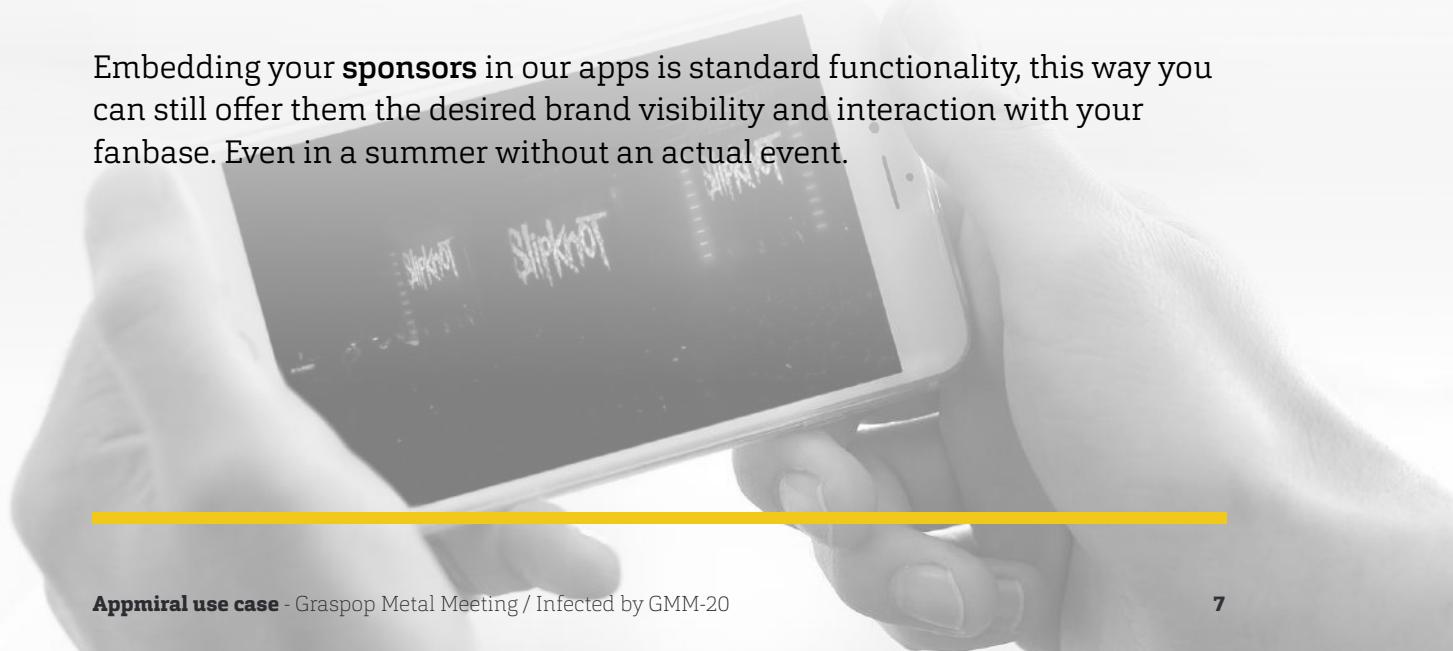
# Graspop Metal Meeting kept its audience close

So what about the fans?

These are and always will be the lifeblood of your organization's business and mission. **Staying top-of-mind** and keeping them **engaged to your brand** is exactly what GMM did when launching their virtual event.

We've learned a lot from CEO's and crisis managers all over the world sharing their insights on how to overcome this crisis. The most important thing for every impacted business to do first, is **keeping your main stakeholders close** and **consolidate your main revenue streams**. For festivals that means your sponsors and your fanbase/audience.

Embedding your **sponsors** in our apps is standard functionality, this way you can still offer them the desired brand visibility and interaction with your fanbase. Even in a summer without an actual event.



# Until 2022, will virtual or 'hybrid' events become the new normal?

According to a recent survey, almost three quarters (73%) of event professionals are **planning a hybrid event in 2020**. For 2021, there is still a lot of uncertainty about the amount of people that will be allowed by local governments to attend live events, both indoor as outdoor.

However, the survey revealed **major barriers** to creating successful hybrid events. 19% said the biggest barrier is a lack of experience, followed by concerns over cost, risk of failure and perceptions of low attendance each being a concern for 17%. 16% said that technology confused them.

## 3 things we've learned

Our team has been exploring a lot on Livestreaming since the outbreak of COVID-19. We're more than happy to share our insights with you and help you overcome these barriers. Below you can find **3 takeaways** as well as a link to our recent 1hr webinar on 'The truth behind Livestreaming'. In this webinar we'll go over the different types of streams, complexity, and high-level budget expectations.

- 1** Complexity is way bigger for PAID virtual events than FREE virtual events.
- 2** Older (never shown before) content of video recordings can be perfectly embedded in your digital alternative approach.
- 3** Creating YouTube hidden links is dead easy and embedding these in your mobile app are the perfect 'exclusivity triggers' to attract more and reward your loyal app users.

**Tip:** Recently, we recorded our webinar on livestreaming, titled 'The truth behind Livestreaming'. In this webinar we explained the different types of streams, complexity, and high-level budget expectations. Watch the full webinar <https://bit.ly/3frS45v>

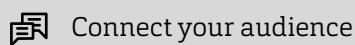
# We are Appmiral

## Keep your audience close, even at a distance

Appmiral, the affordable, plug-and-play experience app and platform that now helps you deliver an all-year-round experience.

### Not your average festival app

Through our platform, your teams can communicate and engage with your growing digital audience, turn data into valuable insights, and drive revenue all year round.



Connect your audience



Centralize your content



Build your brand



Lower your advertising cost



Grow your audience



Sell tickets faster

Our awesome team is 100% focussed on helping event and festival organizers to survive these crazy COVID-19 times. We've adapted our solution to provide value to your audience a whole year round.

The Appmiral platform will enable you and your teams to better serve and engage with your fans, attendees and sponsors, responsible for your main revenue streams. With or without an event, festival or conference.

Get in touch and find out how we can help you build a better and more digital enabled future.



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### Trusted by

