

CASE STUDY

How Home Free has used SET.Live™ to collect 40,000+ New Contacts on Tour in less than 1 year.

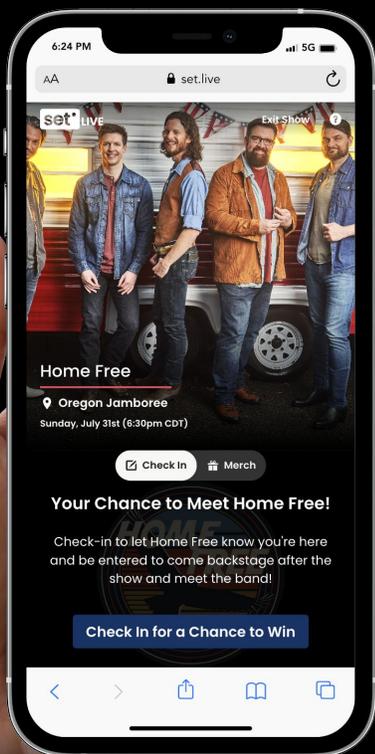
Home Free uses SET.Live to engage fans and learn who their most dedicated fans are at live shows. **How?** At every tour stop, Home Free invites fans to interact with them on their mobile devices.

To see Home Free engage the crowd, check out this video:

WATCH VIDEO

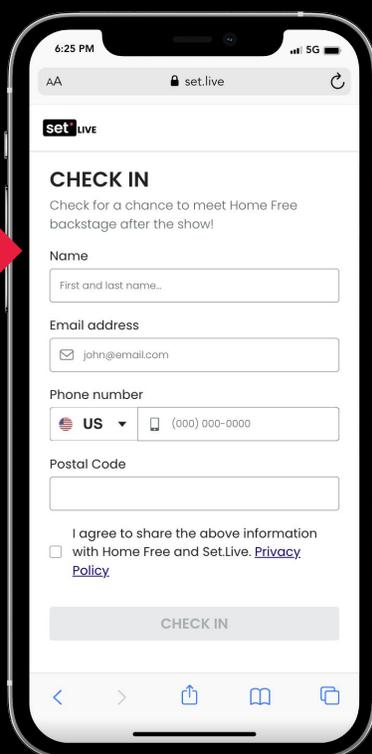


The Fan Experience



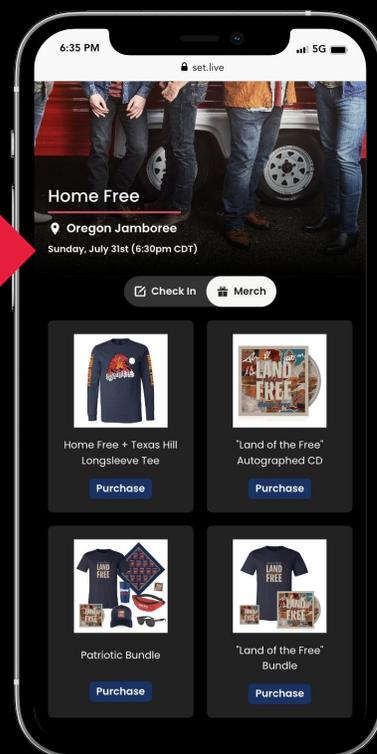
Drive Fan Engagement

Fans visit SET.Live for a chance to meet the band



Collect Direct Fan Data

Fan check-ins are captured for Home Free's CRM



Promote Merch & VIP Experiences

Fans can browse and purchase merch, without leaving their spot



The Results

55%+

of all live audiences on tour visit SET.Live

85%+

of SET.Live visitors complete check-in

65%+

of total audience in Toronto checked in (SET.Live record)

40,000+

NEW CRM contacts from SET.Live check-ins



Home Free

Dashboard

Contact List

Settings

Fan Engagement

Livestream

Set The Set

Meet & Greet

ShoutOut

Teammates

Contact List

41,106

Reachable Fans

+ 2,415

Last 30 Days

1566

Cities

12

Countries

Filters

Age

- 18+
- 21+

Gender

- Male
- Female
- Other

Location

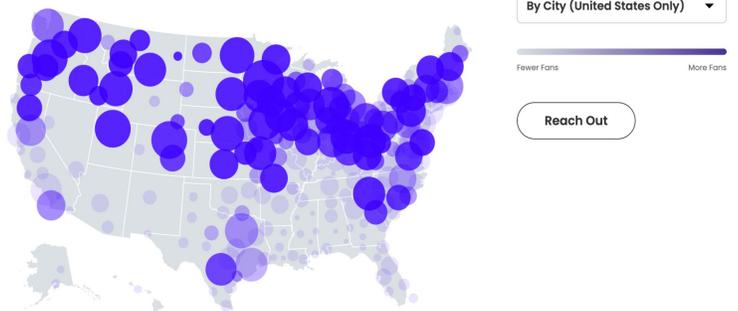
- Search for a City...
- 50 Miles
 - 100 Miles

Reach Out To Your Fans

Download

Name	Location	Age	Gender	Added	Phone	Email
[Redacted]	Greer, SC			Jun 24, 2022	[Redacted]	[Redacted]
[Redacted]	Augusta, GA			Jun 25, 2022	[Redacted]	[Redacted]
[Redacted]	Canmore, AL			Apr 29, 2022	[Redacted]	[Redacted]
[Redacted]	Norwood, O.			Apr 24, 2022	[Redacted]	[Redacted]
[Redacted]	Grand Rapi...			Jun 3, 2022	[Redacted]	[Redacted]
[Redacted]	Raleigh, NC			Jun 23, 2022	[Redacted]	[Redacted]
[Redacted]	Regina, Sas...			May 3, 2022	[Redacted]	[Redacted]
[Redacted]				May 5, 2022	[Redacted]	[Redacted]
[Redacted]	Middlebury, ...			Jul 2, 2022	[Redacted]	[Redacted]

Fan Locations



*"Home Free has seen nearly a **100% increase** in open rates from email addresses obtained from our partnership with SET.Live. The subscriber base sans SET.Live contacts average 32%, and we've seen **65%+ open rates** on most campaigns. It's helped to deepen our segmentation and market to their fans more effectively."*

Luke Pierce
WORKS Entertainment

CRM Impact

65%+

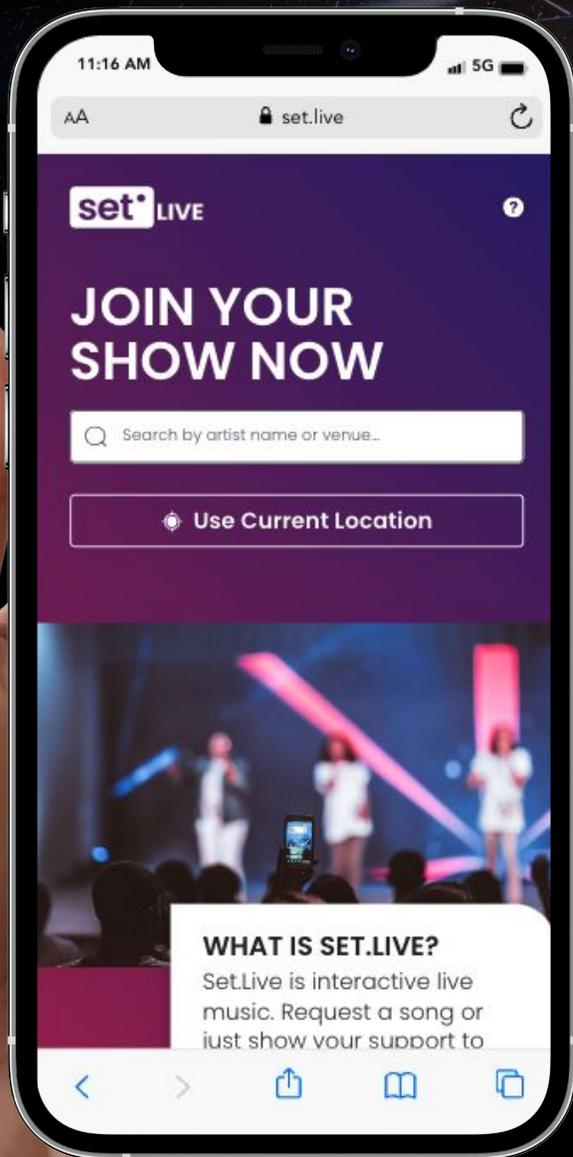
email open rates on SET.Live Contacts

~100%

increase in email open rates on SET.Live contacts

Ready? Get **set**'

Start collecting fan data at every show.



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