

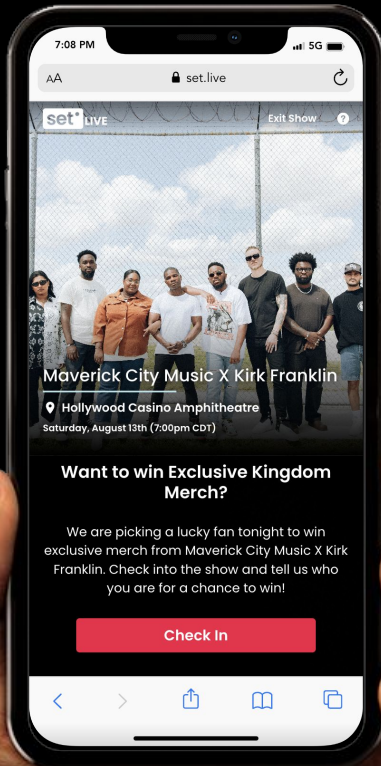
CASE STUDY

How the KINGDOM Tour used SET.Live™ to collect 15,000+ New Contacts in 2 months

This summer, Billboard Award-winning collective **Maverick City Music** kicked off the 37-city Kingdom Tour alongside GRAMMY-winning artist, songwriter, producer, and cultural icon **Kirk Franklin**. Find out how they used SET.Live to **double their fan CRM** in just two months while on tour and to promote the tour's accompanying album, Kingdom, recorded in a Florida prison yard to help raise awareness about mass incarceration.

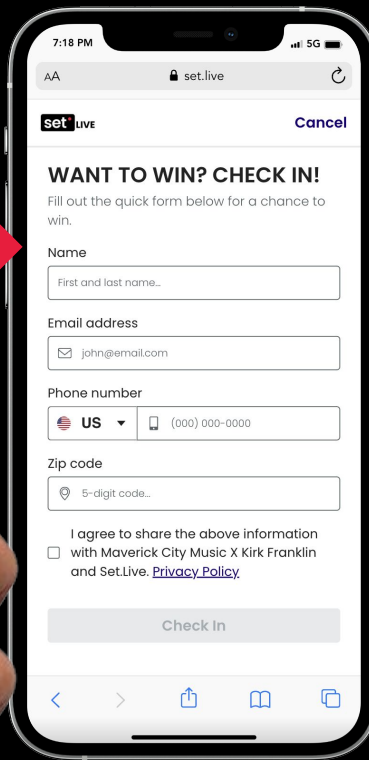


The Fan Experience



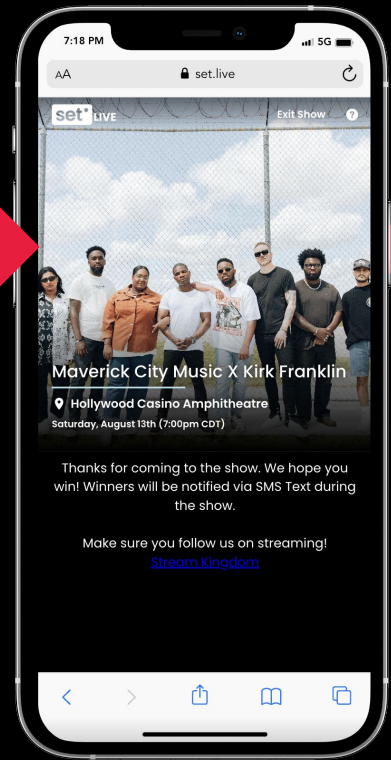
Drive Fan Engagement

Fans visit SET.Live for a chance to win exclusive tour merch



Collect Direct Fan Data

Fan check-ins are captured for Maverick City & Kirk Franklin's CRM



Promote Album & Streaming Links

Fans can get straight to the album on streaming services



The Results

91.5%

of SET.Live visitors completed check-in

995

Avg. new contacts per show with SET.Live callout

15,100+

NEW CRM contacts from SET.Live check-ins

Contact List

15,102 Reachable Fans | 1986 Cities | 11 Countries

Filters

Age

- 18+
- 21+

Gender

- Male
- Female
- Other

Location

Search for a City... X

- 50 Miles
- 100 Miles

Source

Search for a Source... X

Reach Out To Your Fans

There are 15,102 contacts in your list

[Download](#)

Name #	Location	Age	Gender	Added	Phone	Email
[Redacted]	Oakland, TN			Jul 2, 2022	[Redacted]	[Redacted]
[Redacted]	Fredericksbur...			Jun 17, 2022	[Redacted]	[Redacted]
[Redacted]	Craig, CO			Aug 1, 2022	[Redacted]	[Redacted]
[Redacted]	Tulsa, OK			Jul 8, 2022	[Redacted]	[Redacted]
[Redacted]	Odenton, MD			Jun 17, 2022	[Redacted]	[Redacted]
[Redacted]	Saint Peters, M...			Jun 24, 2022	[Redacted]	[Redacted]
[Redacted]	Country Club ...			Aug 8, 2022	[Redacted]	[Redacted]



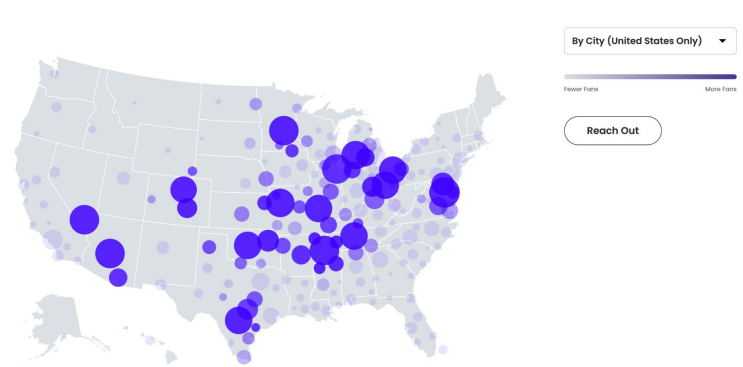
"We've been working with SET.Live during the **KINGDOM tour** and it's been such a huge success. We've collected **15K+** new text and email subscribers since late June, just by telling fans to "check-in" to SET.Live during the intermission of some of the shows."

Aliya Faust
Director of Marketing
 RCAI / Sony Music

CRM Impact

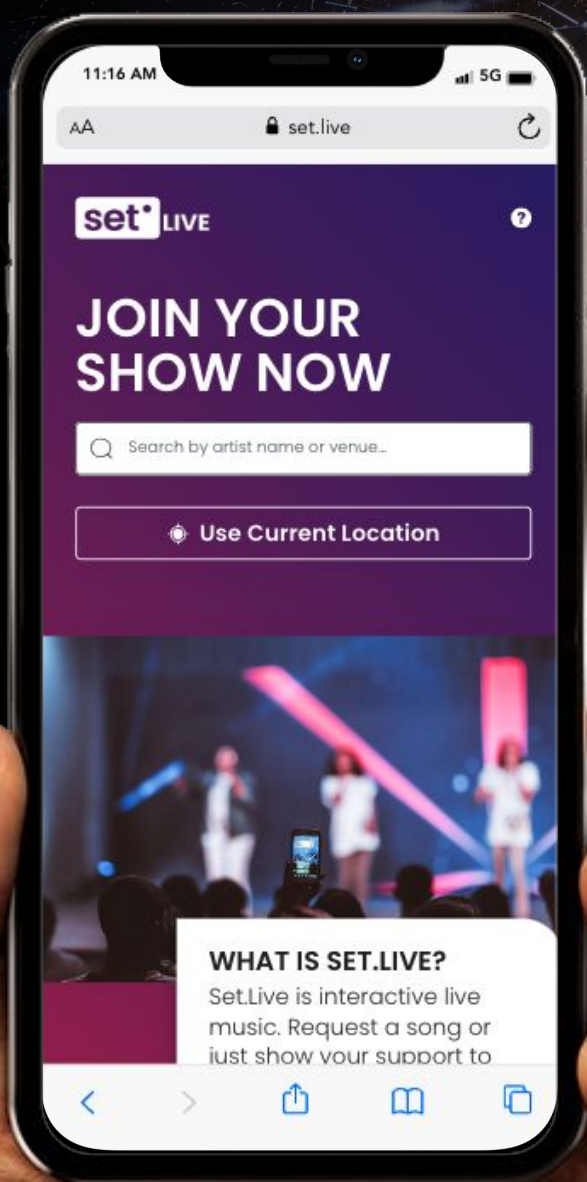
2X

Within **2 months** of using SET.Live, the CRM database of "opt-in" fans **doubled!**



Ready? Get **set**'

Start collecting fan data at every show.



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