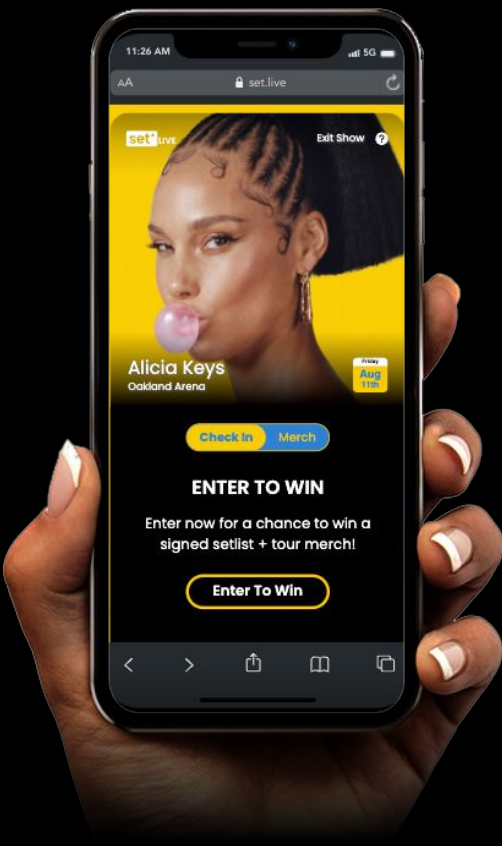
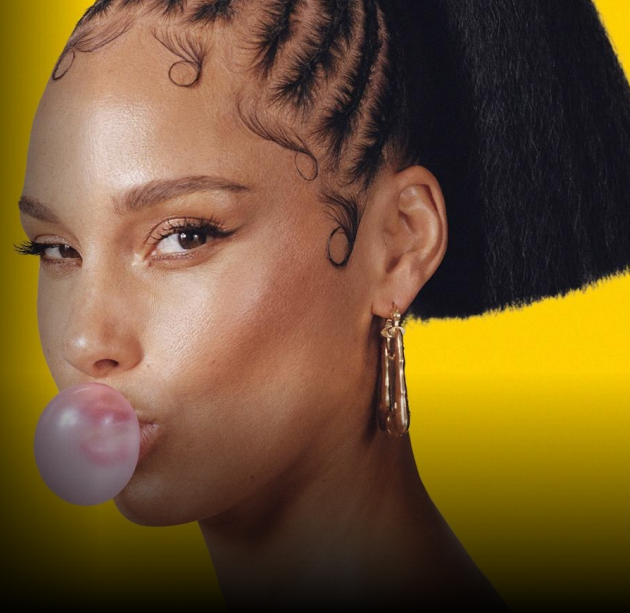


# Alicia Keys collects 31,560+ New Contacts on U.S. Tour

GRAMMY Award-winning artist **Alicia Keys** used SET.Live to engage her fans in a meaningful way during her U.S. tour—and captured 31,560+ new contacts in less than two months.



"The amount of data and pre-saves we were able to acquire by seamlessly integrating the SET.Live QR code and event page on our screens during the tour was unreal."

**Krishan Narsinghani** | Senior Manager | Roc Nation

## The Fan Experience

### Drive Fan Engagement

Fans visit SET.Live to receive a signed setlist of the evening's performance



### Collect Direct Fan Data

Fan check-ins are captured for Alicia Keys' CRM



### Promote Merch & VIP Experiences

Fans can browse and purchase merch, without leaving their spot

## The Results

**10,489**

Total clicks to social platforms and music streaming



**1,435**

Avg. new contacts per show with SET.Live callout



**31,560+**

NEW CRM contacts from SET.Live check-ins