

Barclaycard Arena Hamburg

Realife Tech gave Barclaycard Arena Hamburg the power to take advantage of previously inaccessible revenue streams.

Background and objectives

AEG Europe's Barclaycard Arena Hamburg is Germany's third biggest indoor arena with a capacity of 15,000. Realife Tech worked closely to develop a digital platform that creates truly personalized fan experiences at the arena whilst opening the door to a number of new revenue streams.

The main objectives for the new digital platform were:



Provide Access To New Revenue Streams



To Deliver A World-Leading Digital Platform



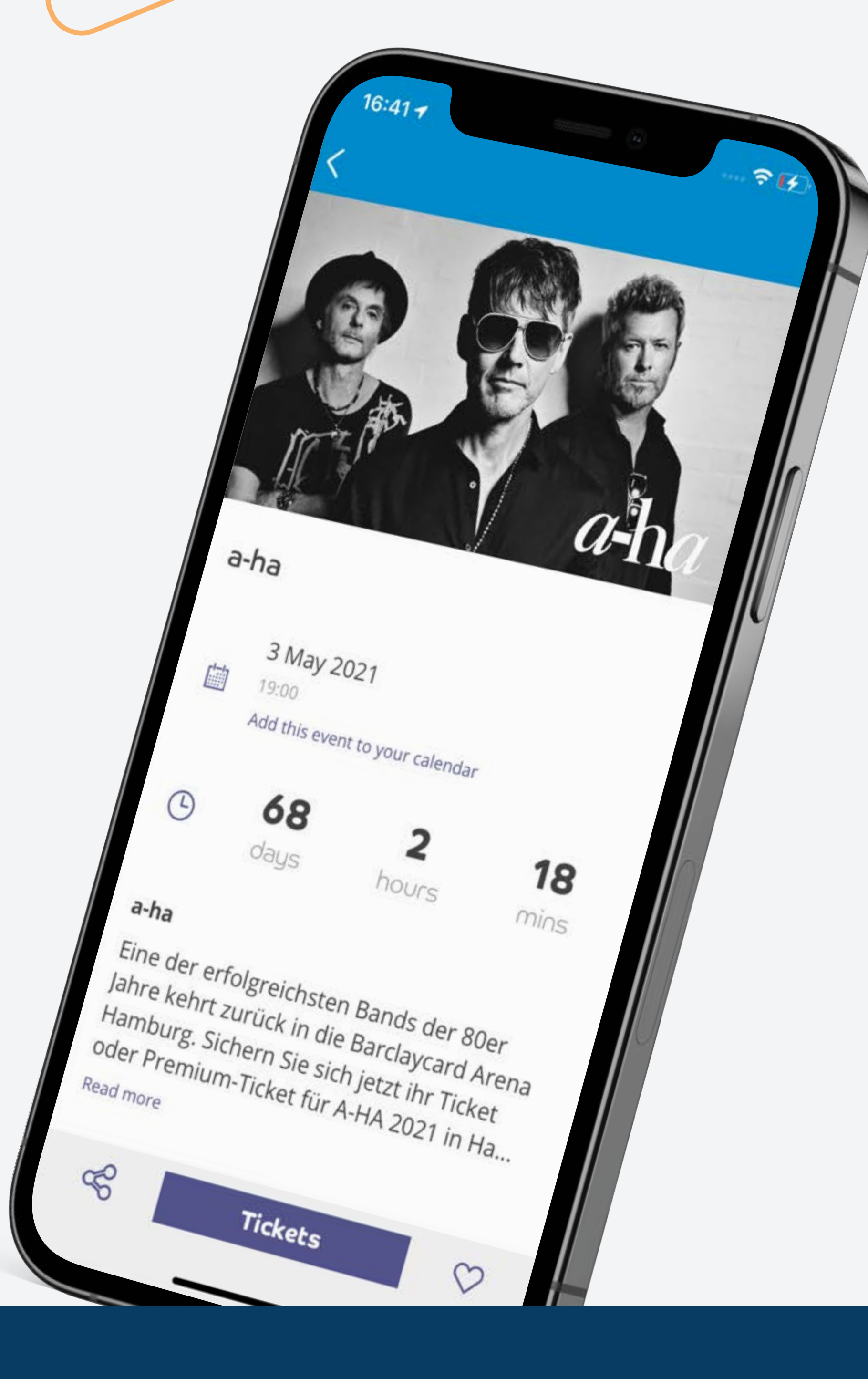
Create Personalized Fan Experiences At The Arena



Capture Customer Data

Realife Tech Solutions

Realife Tech worked with the arena to provide a digital platform that integrates event listings and cutting edge engagement.



SOLUTION 1

Event Listings

Customers were able to stay up-to-date with the latest event listings.

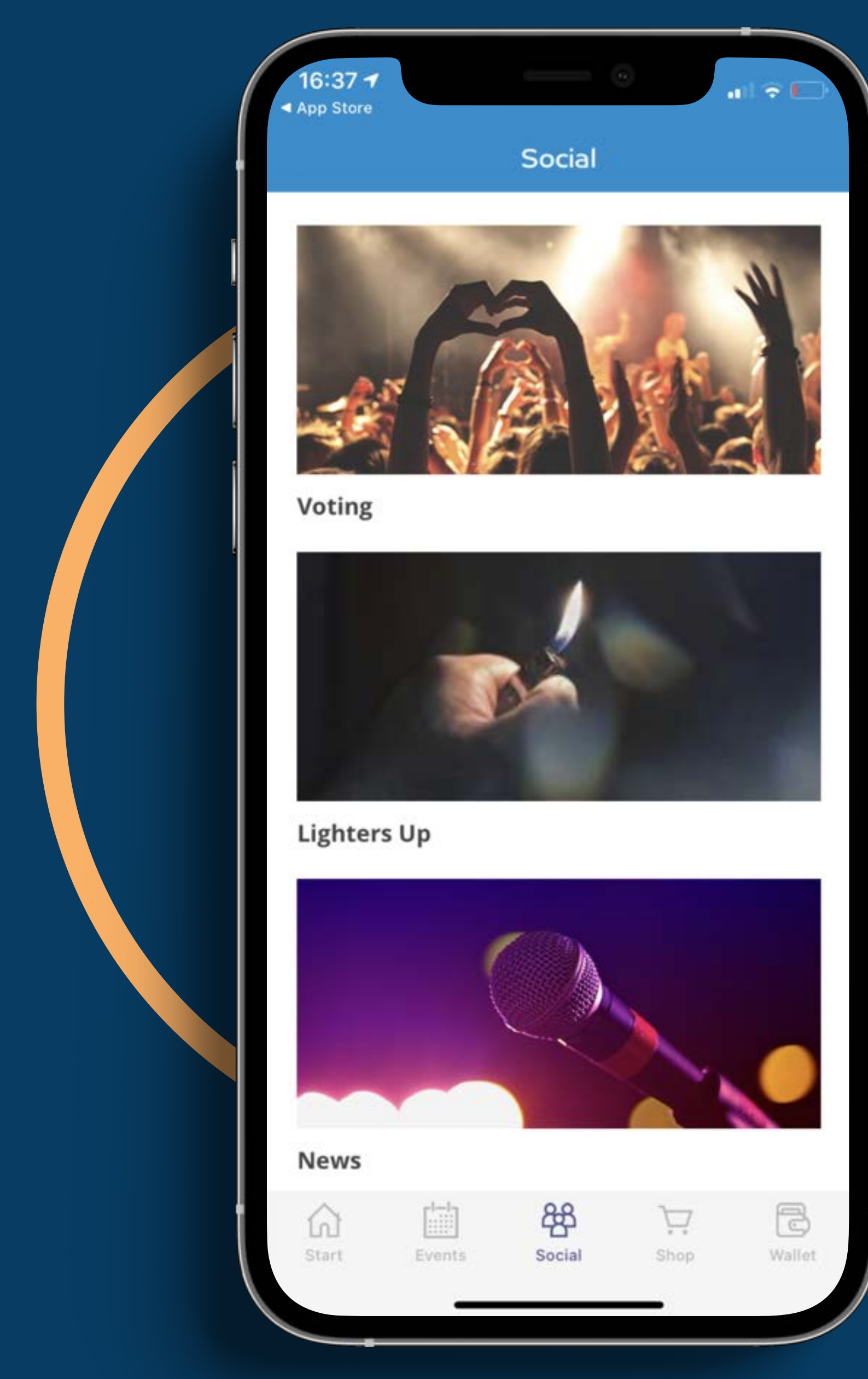
SOLUTION 2

Engagement

The digital platform also integrated experience-enhancing features, including Votes and 'Lighters Up'.

Find out more:

realifetech.com



Integrations

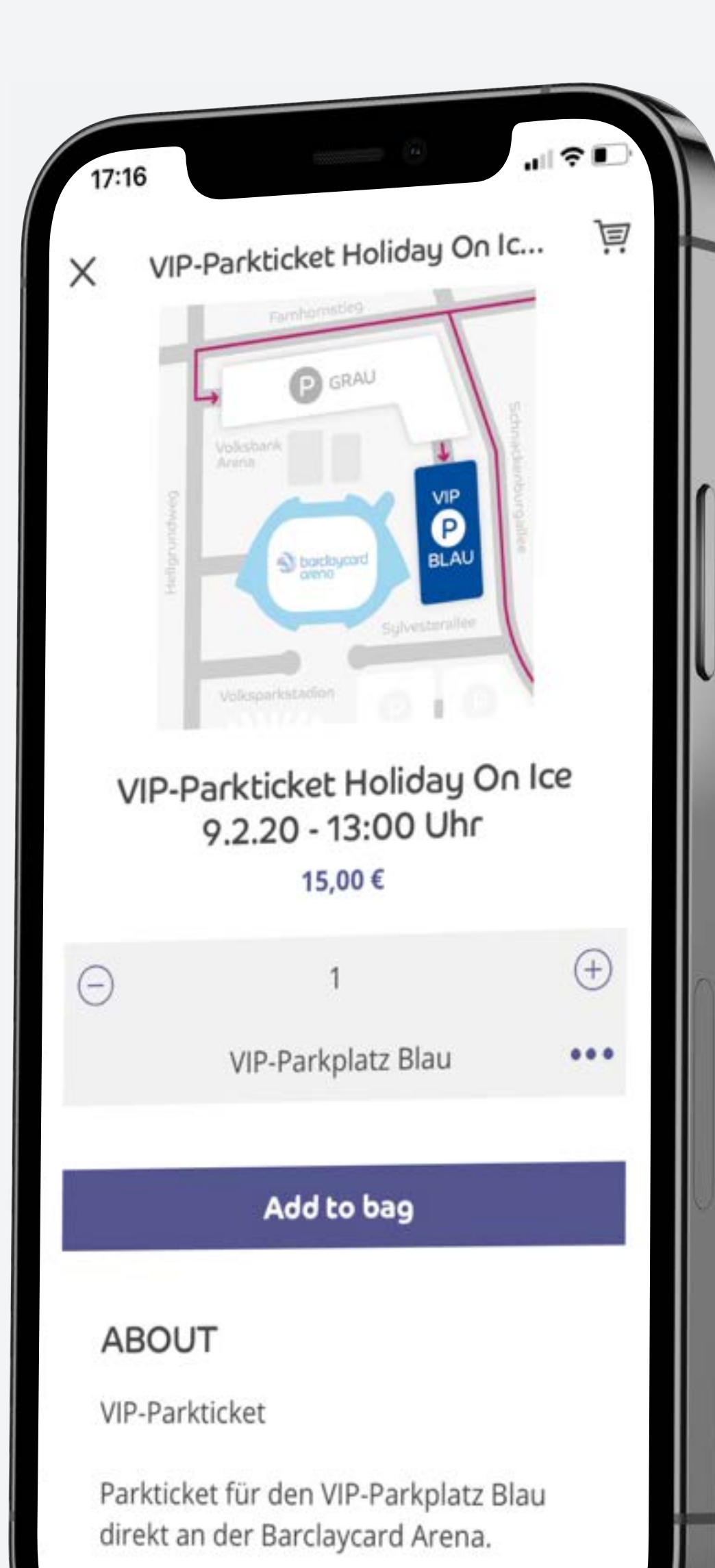
carbonhouse

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Adobe Campaign

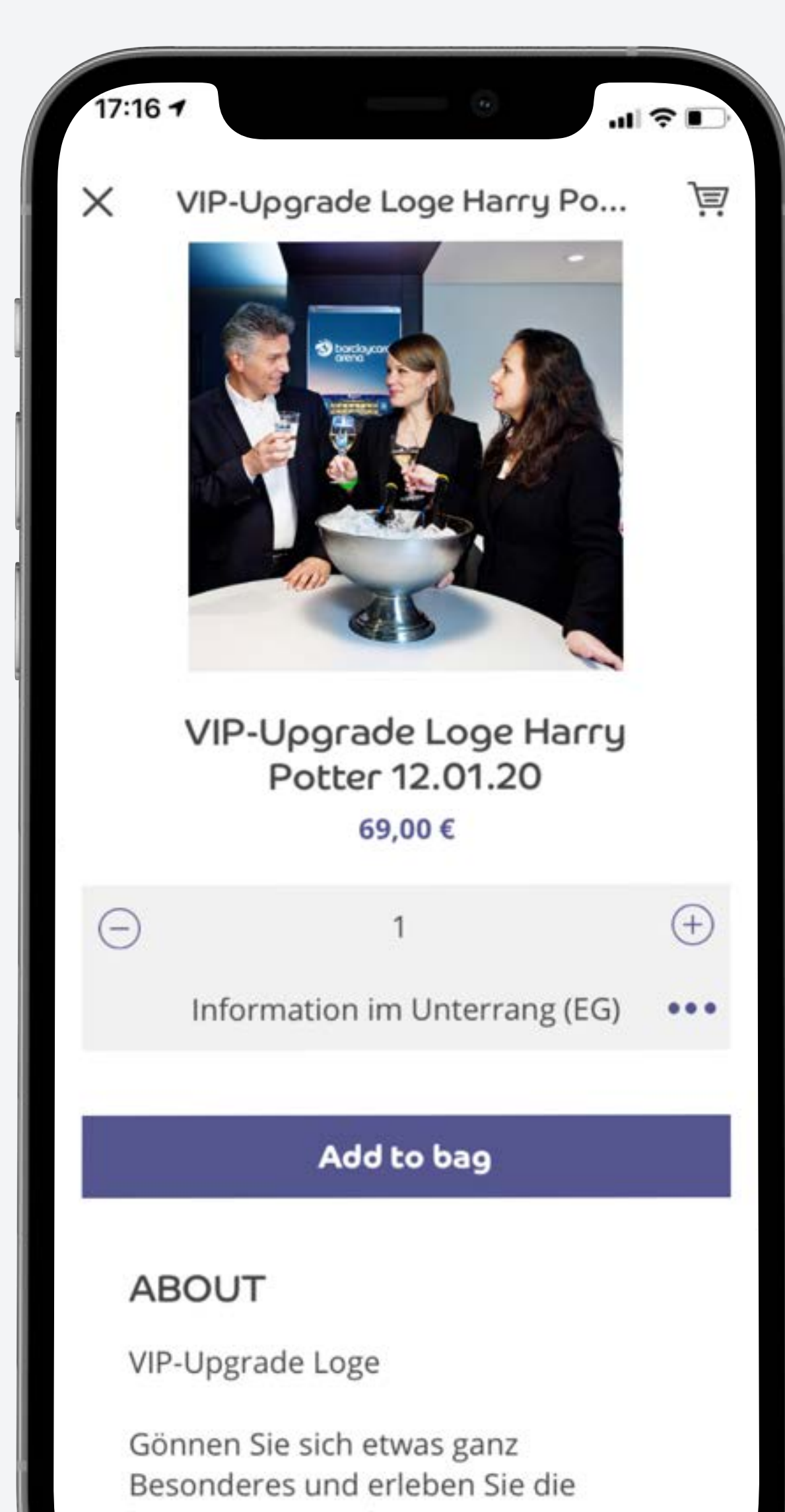
The Creation Of Three Completely New Revenue Streams

Realife Tech integrations allowed Barclaycard Arena Hamburg to take advantage of following three brand new revenue streams:



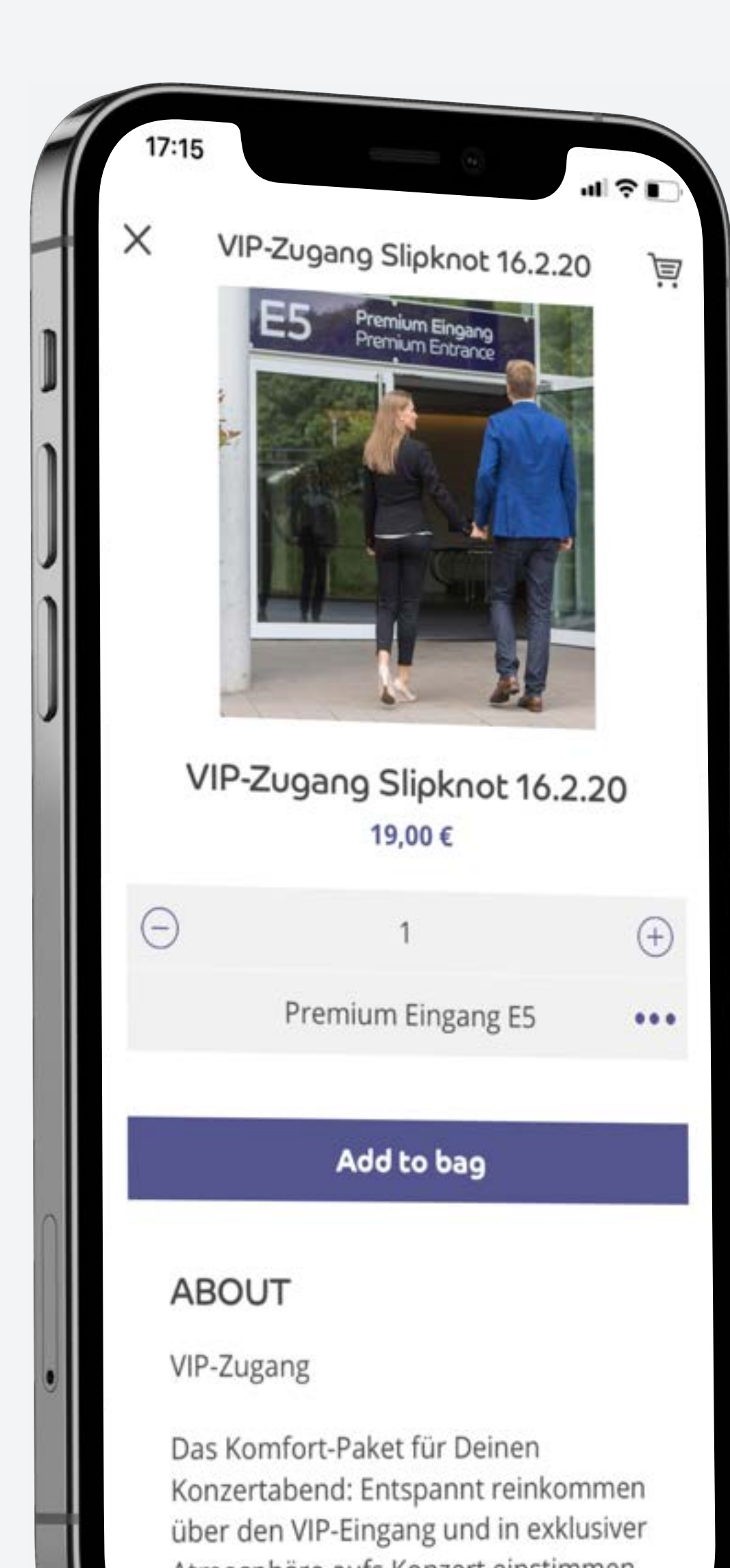
Pre-Paid Parking

App users can easily view availability, book and pre-pay for parking, providing an improved customer journey whilst opening up another revenue stream.



Suite Upgrades

The digital platform is used to take advantage of unused Suite inventory. Available Suite Upgrades are provided on the day of the event to drive impulse purchases.



Premium Entry

Campaigns upselling access to the Premium Entrances with Cloakroom Upgrades were easily implemented using the Realife Tech digital solution.

Key Results



€50,000+

in incremental revenue has been successfully generated via the new digital touchpoints.



50,000+

downloads since app launch.



1,400

parking tickets sold in 2019 exclusively via the app, driving a new revenue stream.



Henrik Sagkob, Director of Marketing & Communications, Barclaycard Arena Hamburg

"Launching our app on the Realife Tech platform has played a key part of the arena's strategy to embrace digital technology, in order to enhance the customer experience. The platform has enabled us to both capture data and drive significant levels of revenue through the creation of entirely new revenue streams, such as parking and upgrades, as well as premium packages. We are extremely excited to expand our relationship with Realife Tech over the coming years".

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