



Mercedes-Benz Arena

Maximizing revenue with mobile-exclusive tickets

Offering exclusive tickets through the Mercedes-Benz Arena mobile platform to power a brand-new, previously untapped revenue stream.

Background and objectives

AEG's Mercedes-Benz Arena in Berlin is an impressive, multi-purpose arena with a capacity of up to 17,000 people. The arena plays host to some of the biggest music artists in the world whilst being able to transform to host MMA, ice hockey and basketball.

The main objectives for the Mercedes-Benz Arena's digital platform were to:



Take Advantage of a New Digital **Revenue Stream**



Drive Incremental Revenue



Capture Customer Data



Incentivize Ticket **Purchases and Drive Customer Loyalty**



Realife Tech Solutions

Realife Tech worked alongside Mercedes-Benz Arena to provide a digital platform that integrates ticket & event listings, engagement features and F&B ordering.

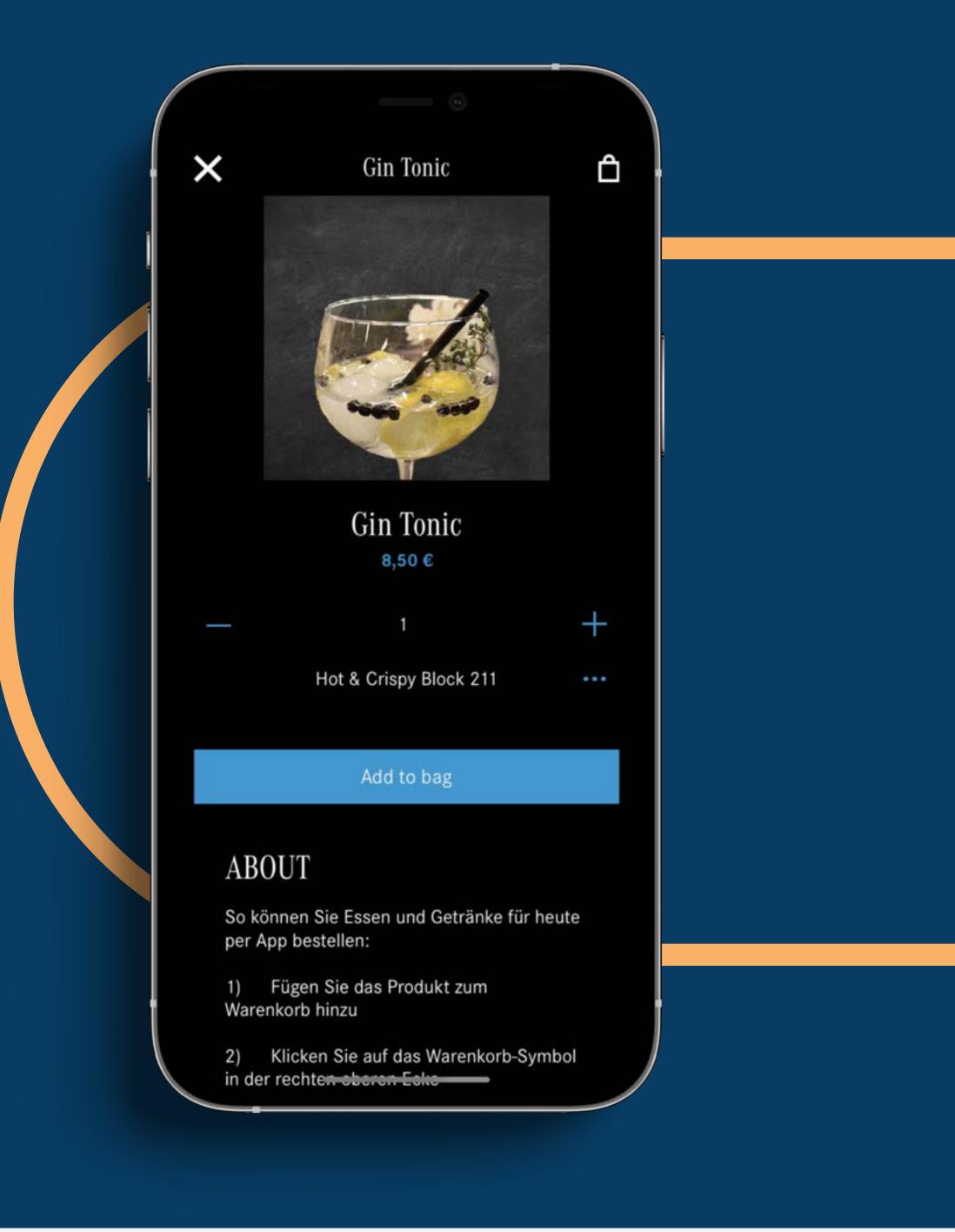


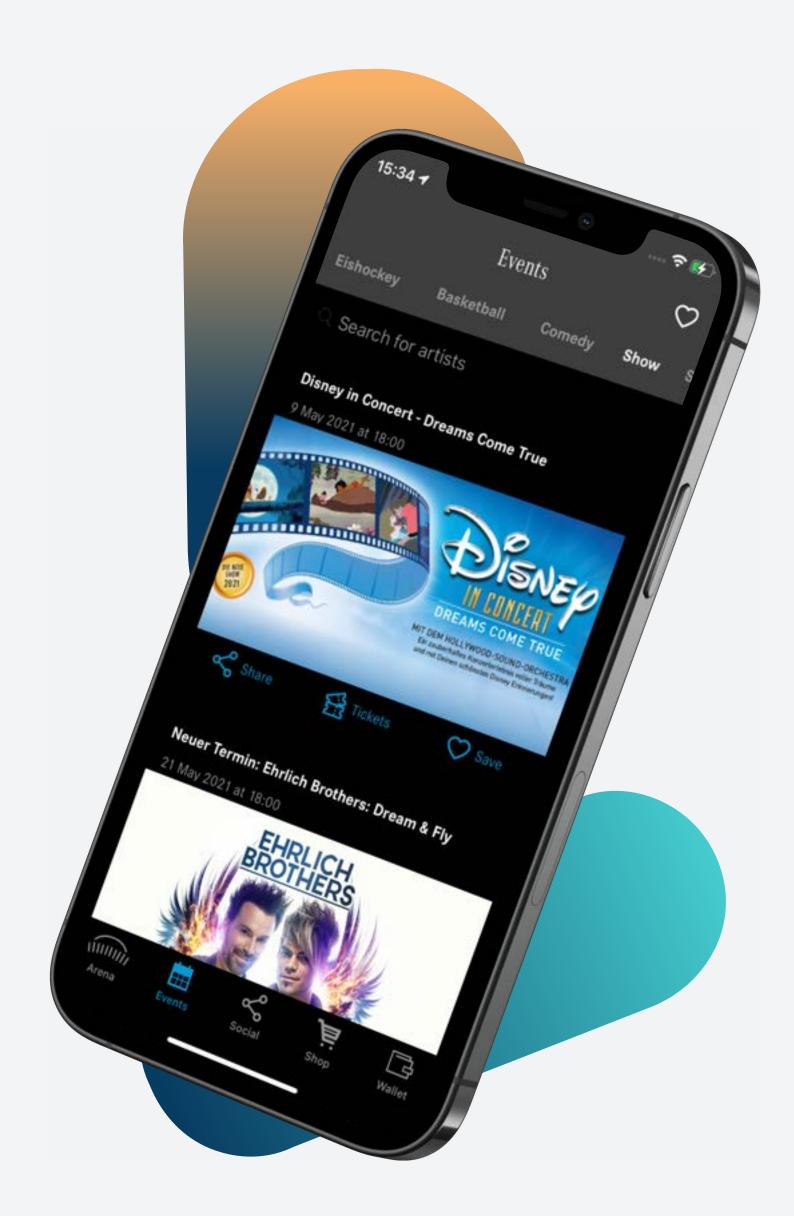
SOLUTION 1 Engagement

The mobile app enhances the fan experience with interactive features including Votes, the Selfie Wall and Quizzes.

SOLUTION 2 F&B Ordering

Users benefit from fast and contactless transactions when pre-ordering and purchasing F&B.





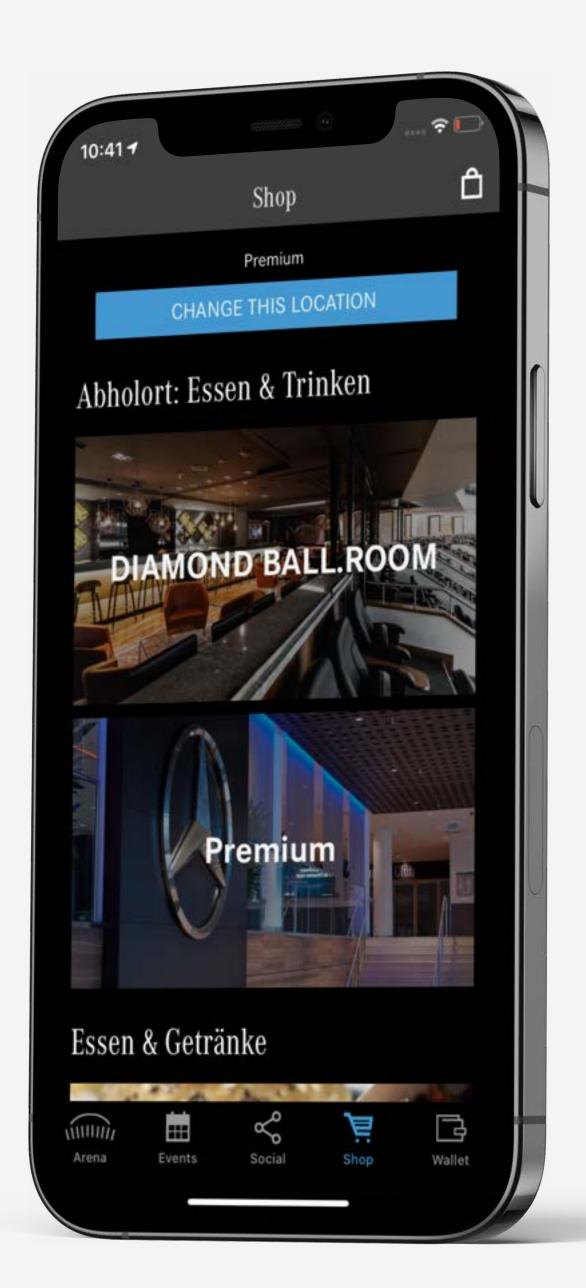
SOLUTION 3 Event Listings

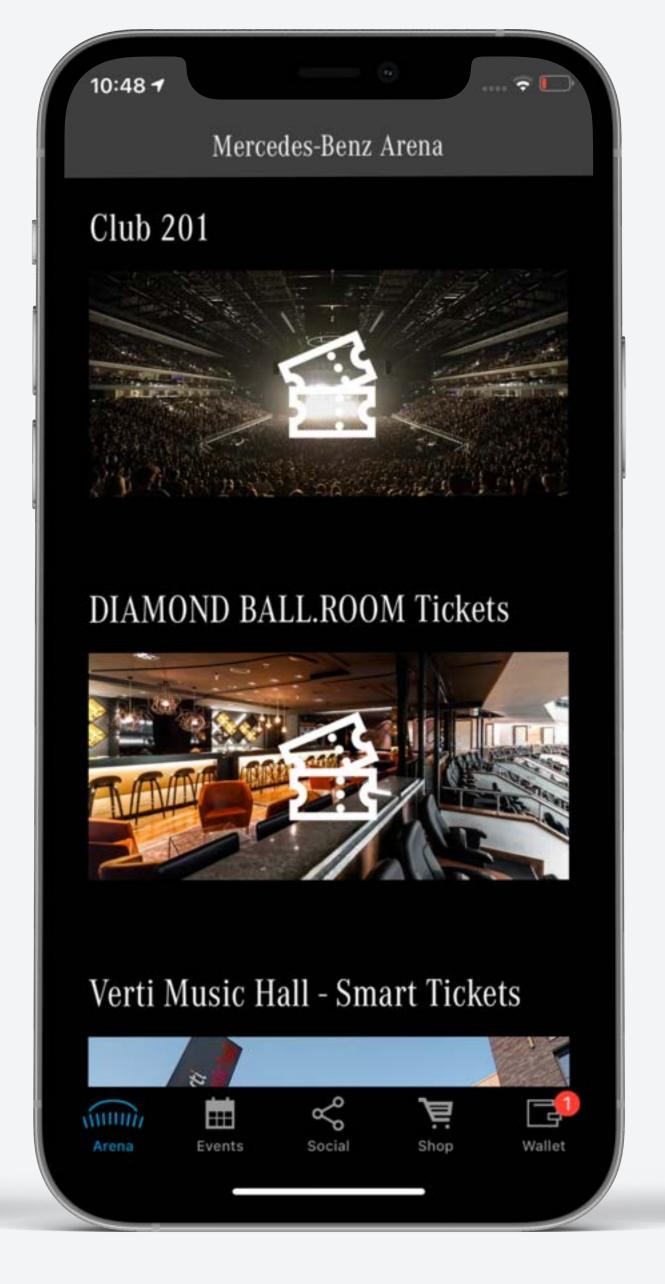
Users can browse all upcoming events at the arena and access tickets via the web app.

Find out more: realifetech.com >

Creating a Brand-New Revenue Stream

Powered by Realife Tech, the Mercedez-Benz Arena introduced a brand new mobile-exclusive Premium ticket type.







Premium Experience

Club 201 tickets gave customers access to the arena's Premium entrance, Premium lounge, comfortable leather seats and a central view of the stage.

Exclusive Tickets

Club 201 tickets are only purchasable through the Mercedes-Benz Arena app, **Credit Rewards**

All purchasers are automatically rewarded with 15 EUR worth of credit to

driving ticket sales and increasing registered users of the app.

spend how they like at the event, incentivizing fans to purchase tickets through the mobile platform.

Key Results



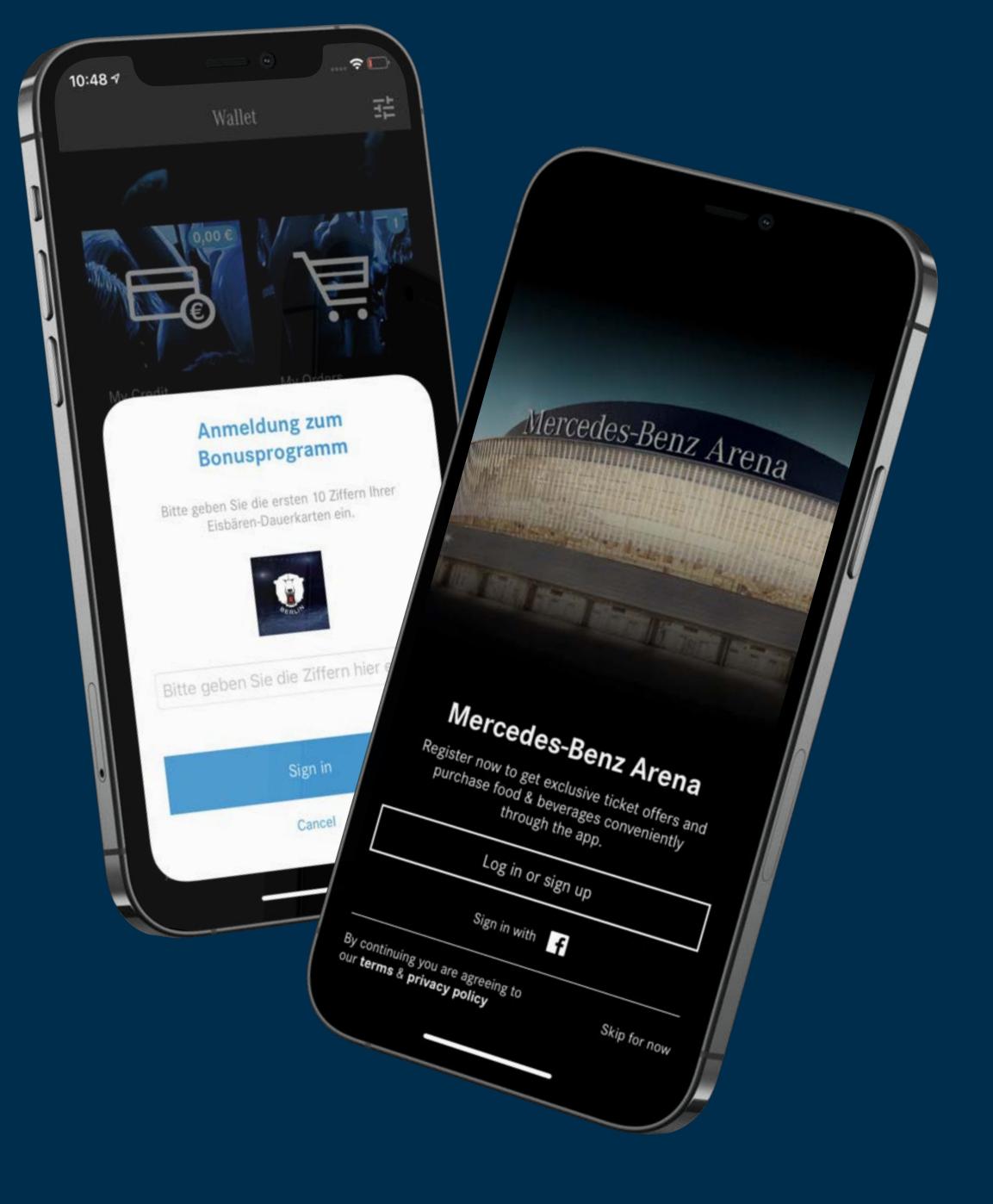
€100,000 in ticket sales via the digital platform.



45,000+ App downloads since launch.



33% of customers returning in 2019.



Sarah Schmidt, Director of CRM & Digital, AEG Berlin

"Launching our app via the Realife Tech platform has enabled us to offer an additional product to our Premium portfolio, made only available via the app. This has allowed us to achieve both a level of exclusivity and an enhanced contactless customer journey, which we otherwise wouldn't have been able to achieve. Since launch, it has always exceeded our expectations, performing so well that it was almost always sold out, generating repeat customer purchases for multiple events, which has created an entirely new revenue stream for us."

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