

iBeacon showcase

EVENT PROFILE

SAIL Amsterdam is the largest public event in the Netherlands and the largest nautical event in the world.

Every five years, in excess of 600 ships navigate along the North Sea Canal before mooring in Amsterdam.

The 2015 edition of SAIL Amsterdam was enjoyed by 2.3 million visitors over a period of 5 days.

SAIL was the backdrop of an unprecedented beacon implementation, powered by inBeacon and partners.

THE POWER OF BEACONS

What made this beacon implementation unique?

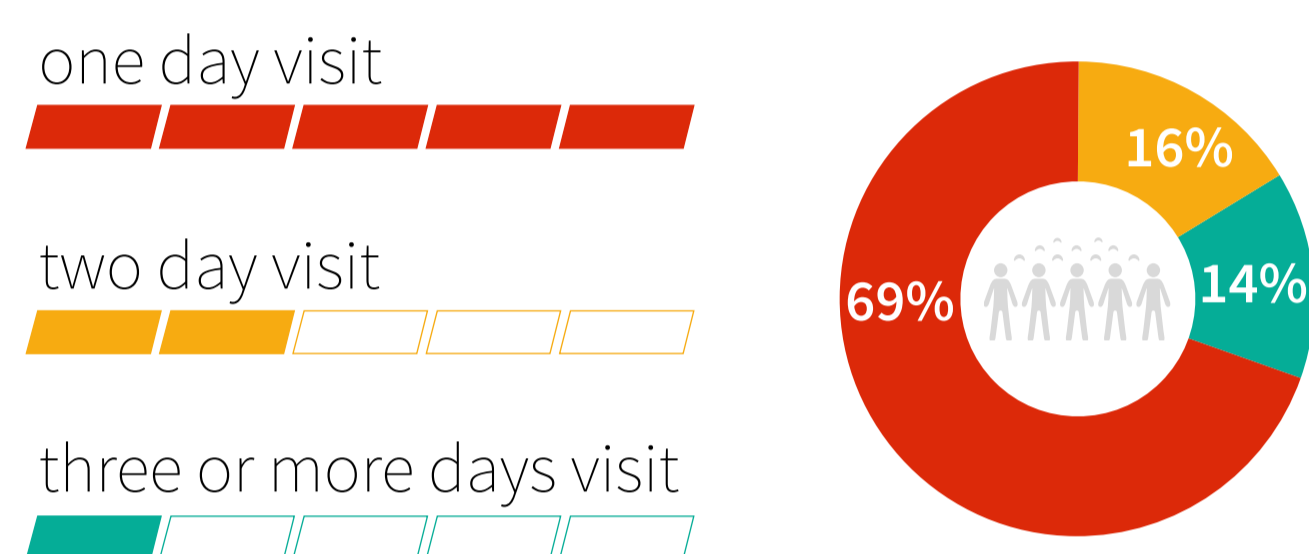
Beacon networks

To gain a greater coverage five private and public beacon networks on the SAIL terrain and in Amsterdam were deployed.

These include the Amsterdam Beacon Mile, SOWIFI, Exterion Media, SAIL long range ship network, and the SAIL event network

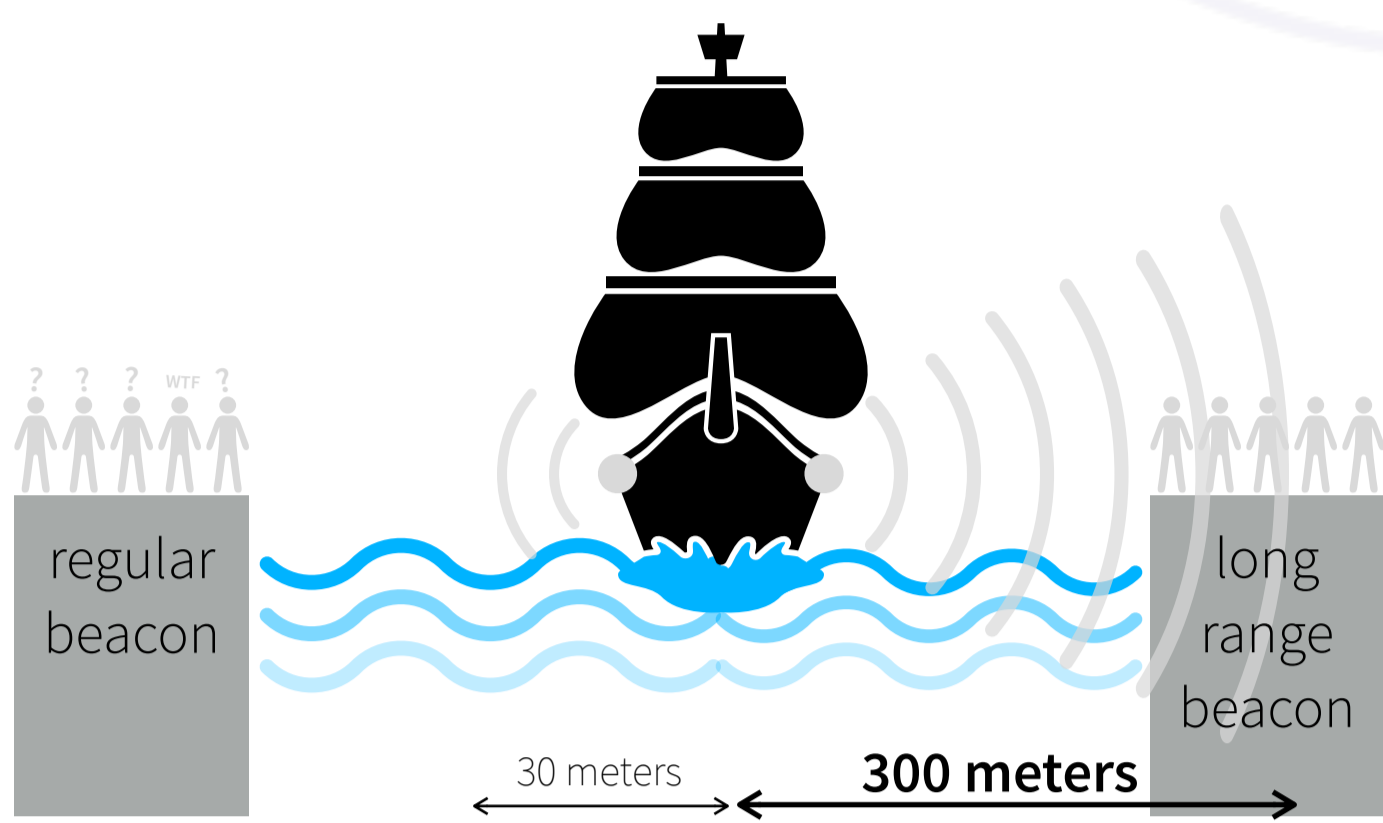
UNDERSTAND THE VISITOR

Discover the anatomy of a SAIL visitor



KEY STATS

- 2.300.000 visitors
- 232 beacons
- 5 beacon networks
- 6 types of beacons
- 3 different apps
- 8.622.816 interactions



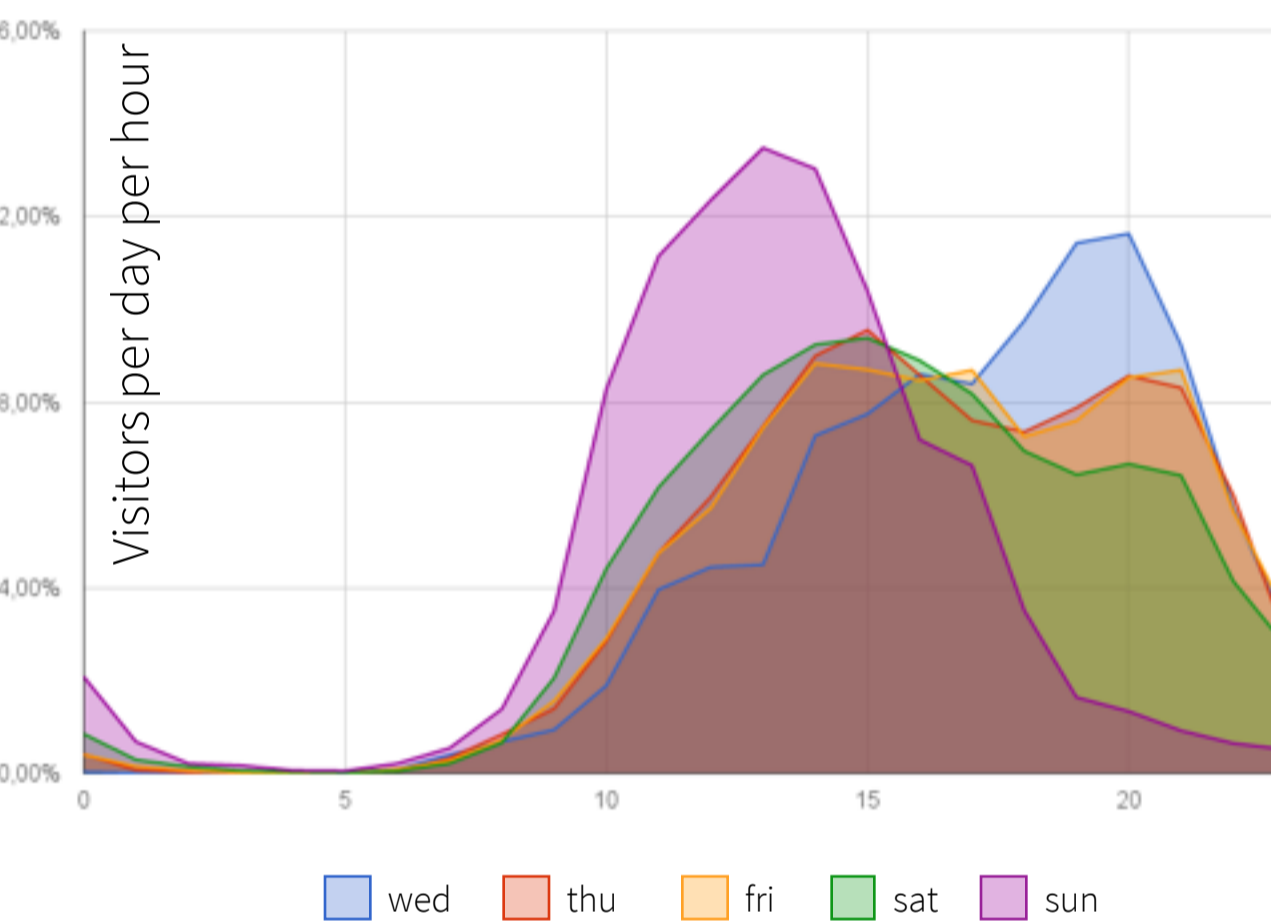
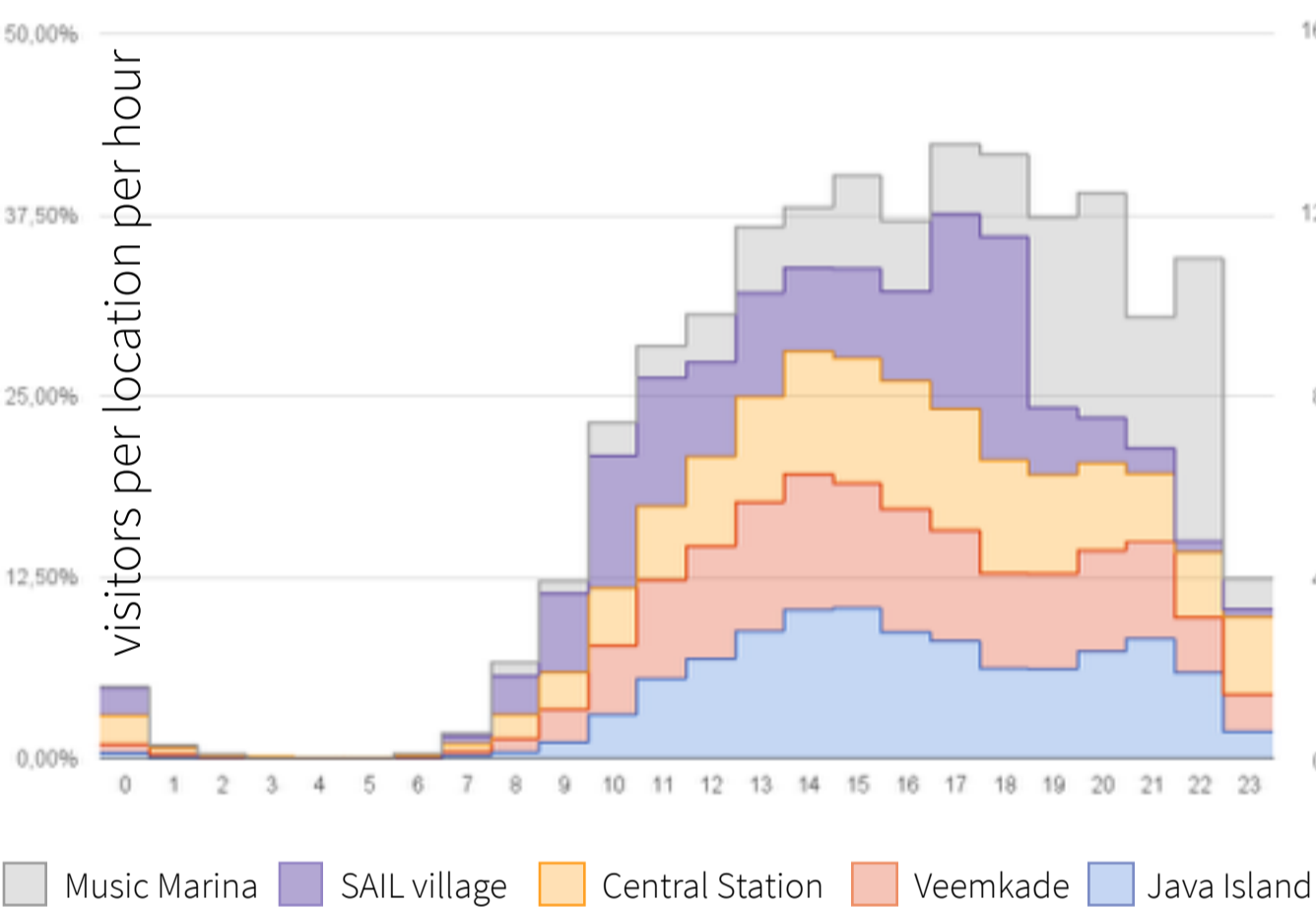
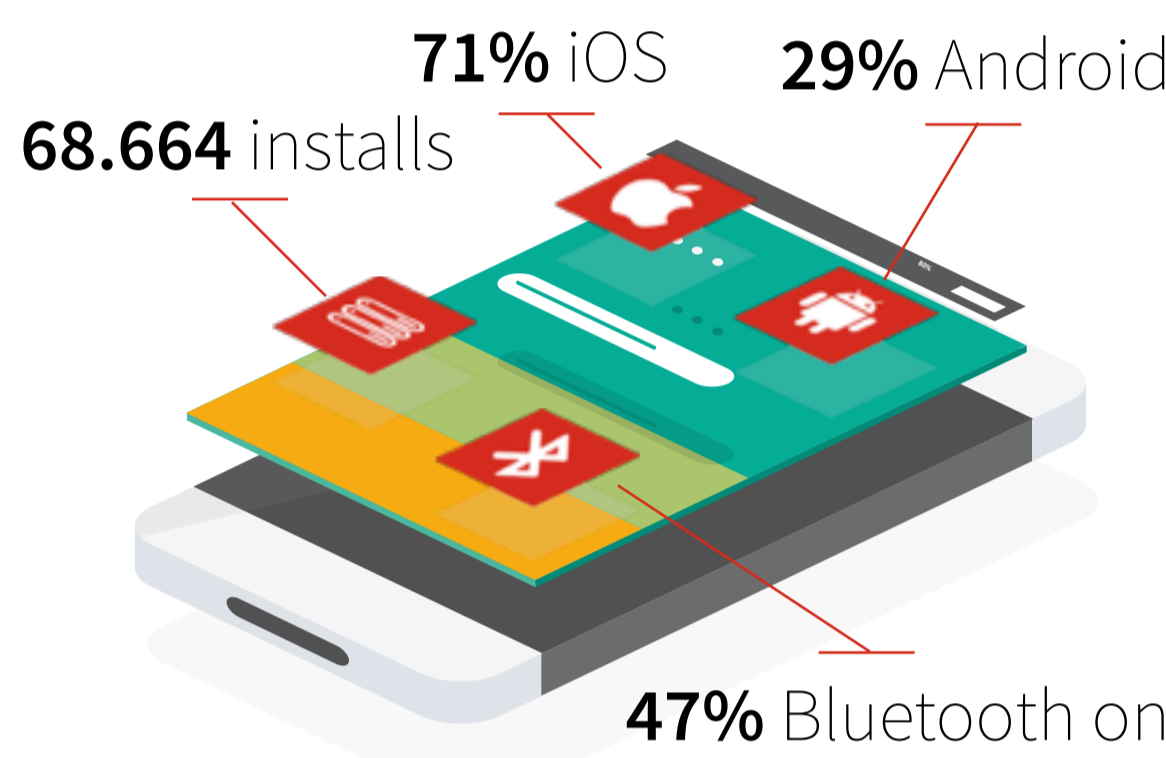
Long-range beacons

Deployment of long-range beacons on ships. When the ship sailed in range of the public they received the proximity message at the right time.

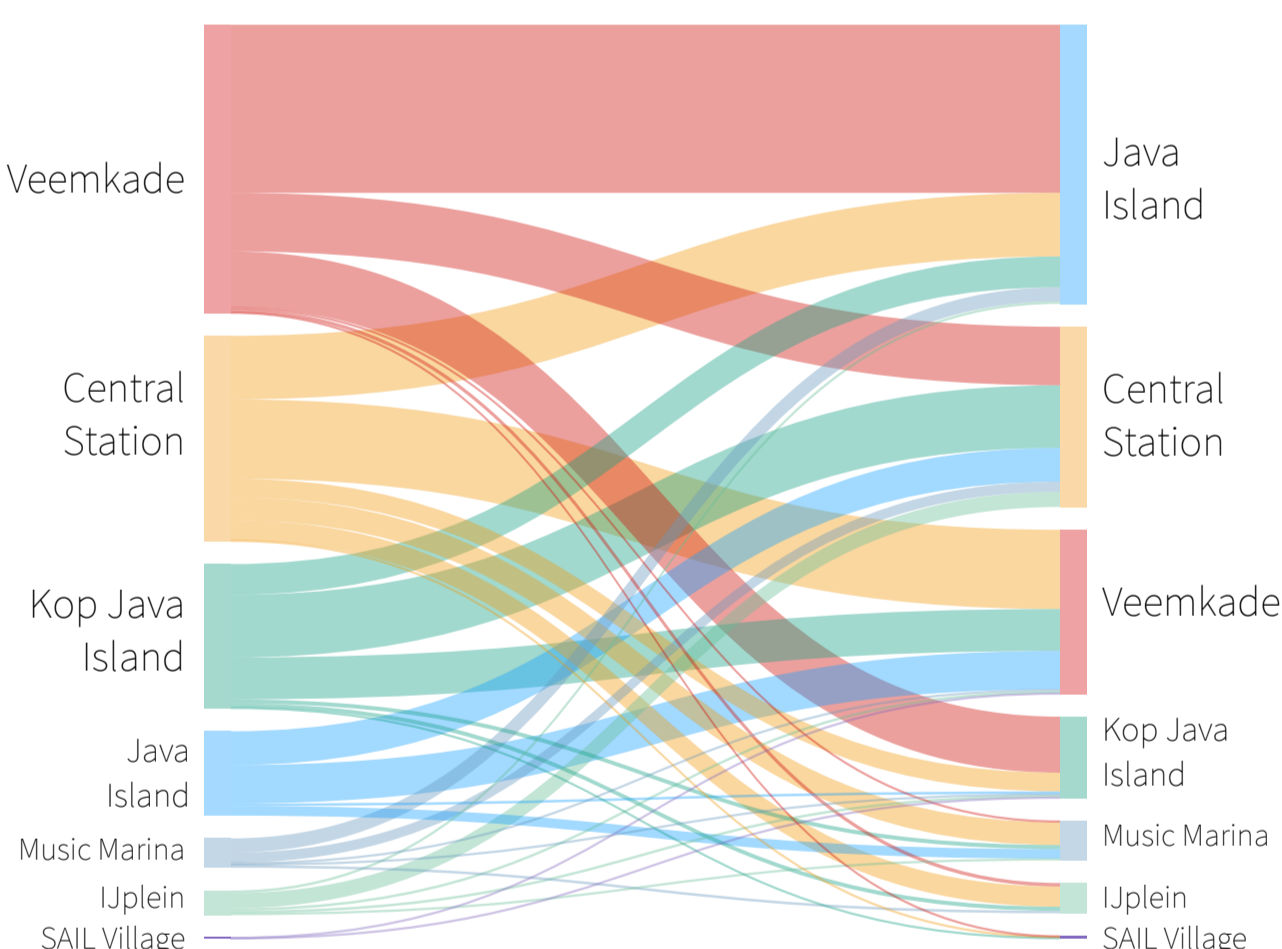
FOLLOW THE CROWD

When do people visit and what routes do they take

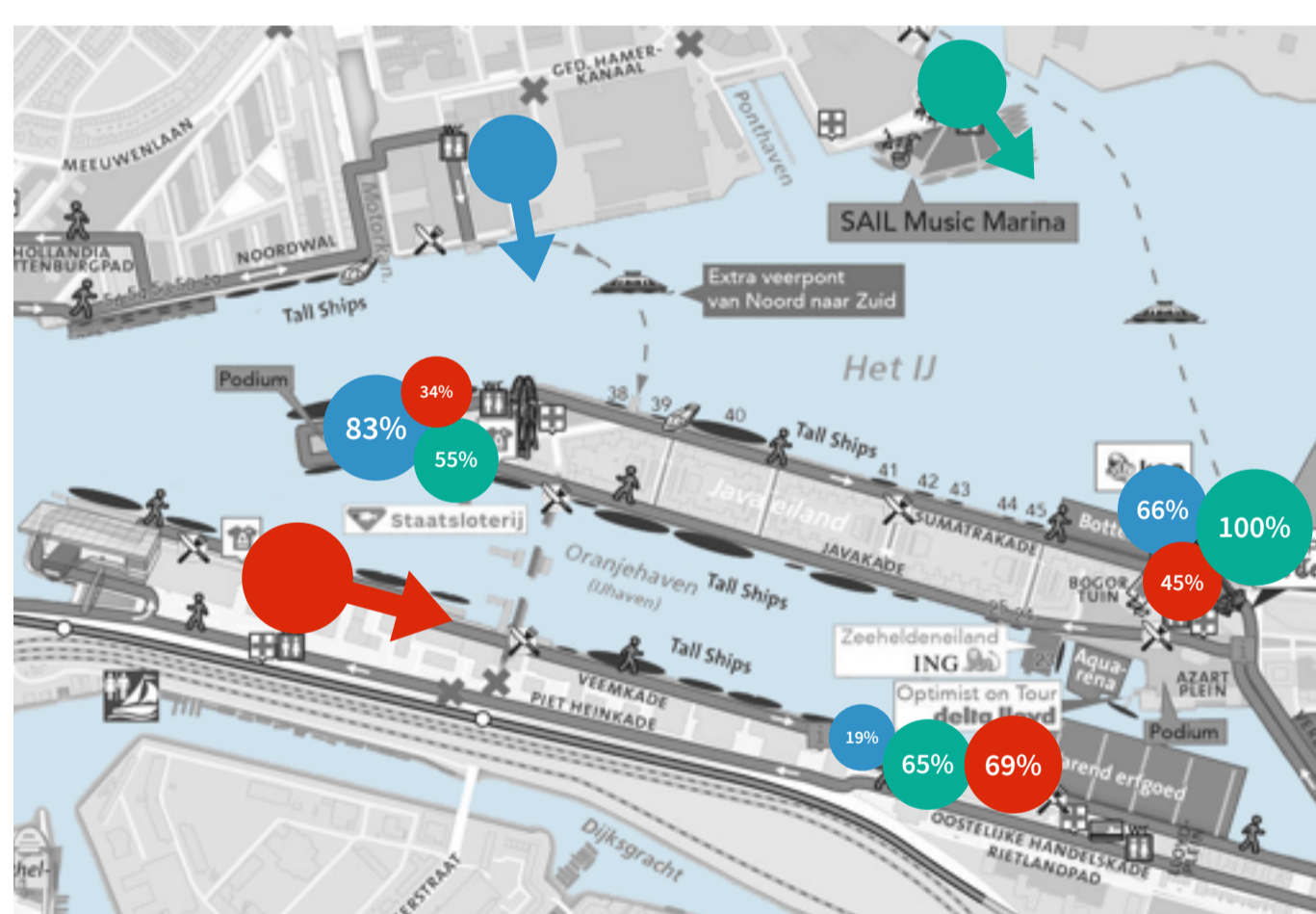
SAIL app



Popular routes



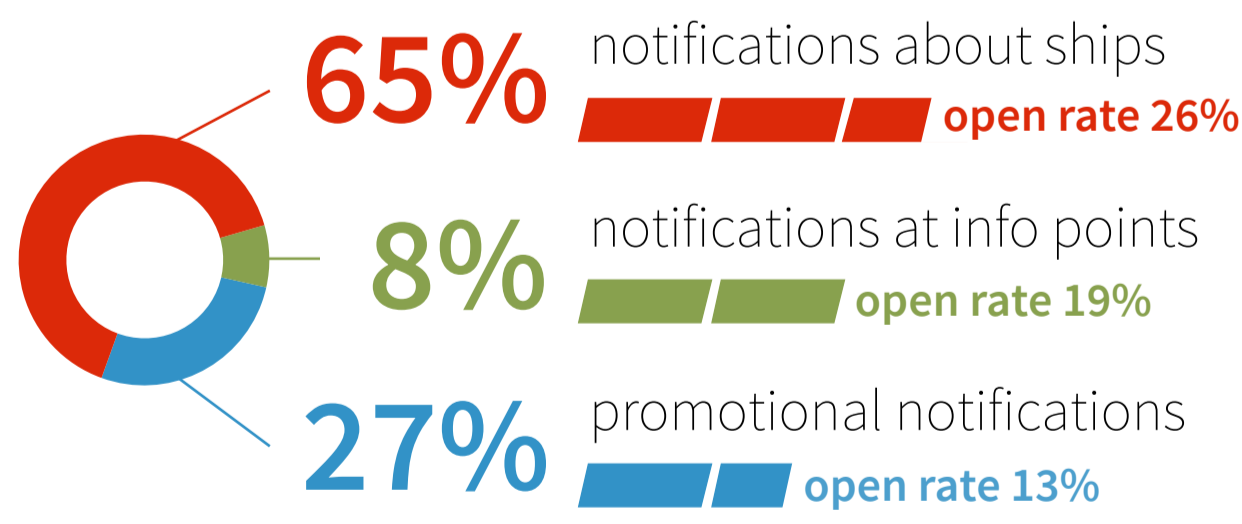
Visitor distribution



THE RIGHT NOTIFICATION

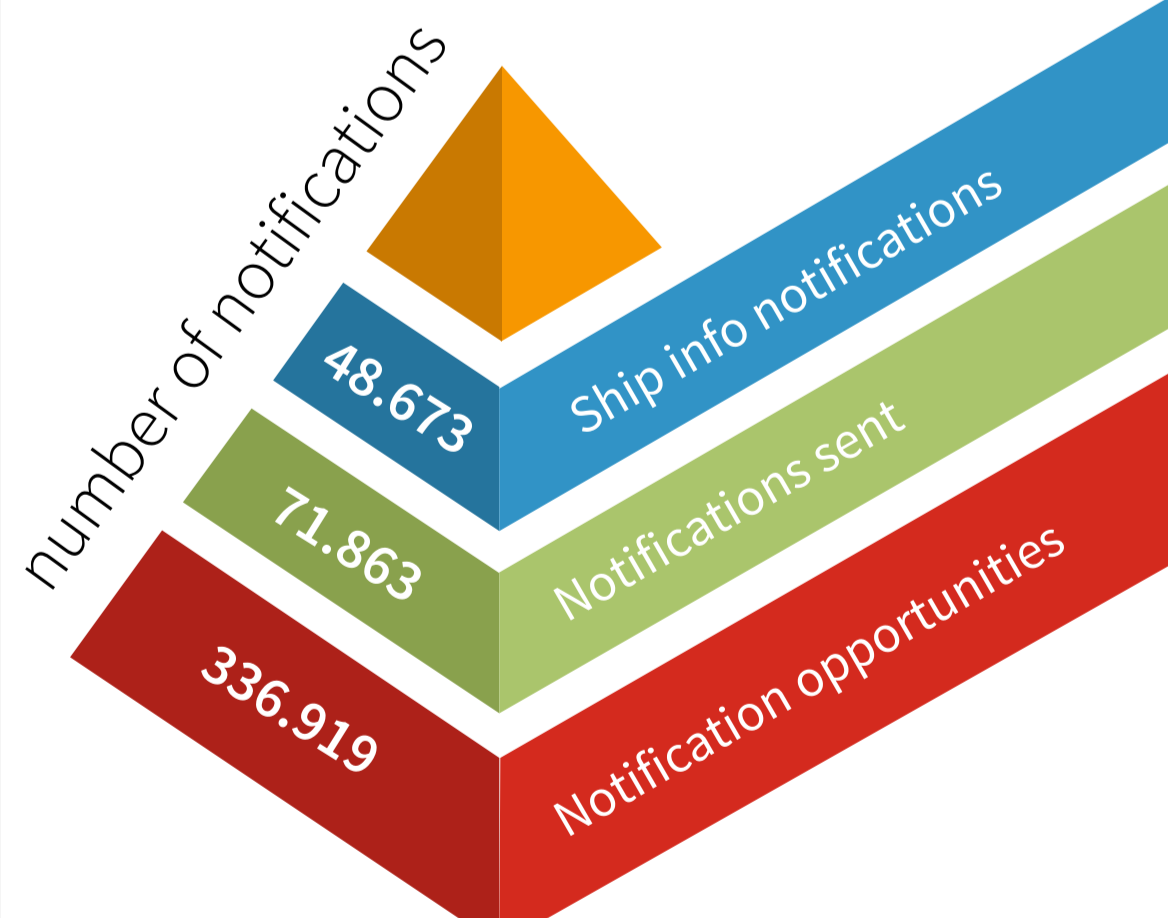
What notifications are most popular

Types of notifications sent



Average notification open rate

22%



Situation matters

How does the context of the visitor affect the open rate?

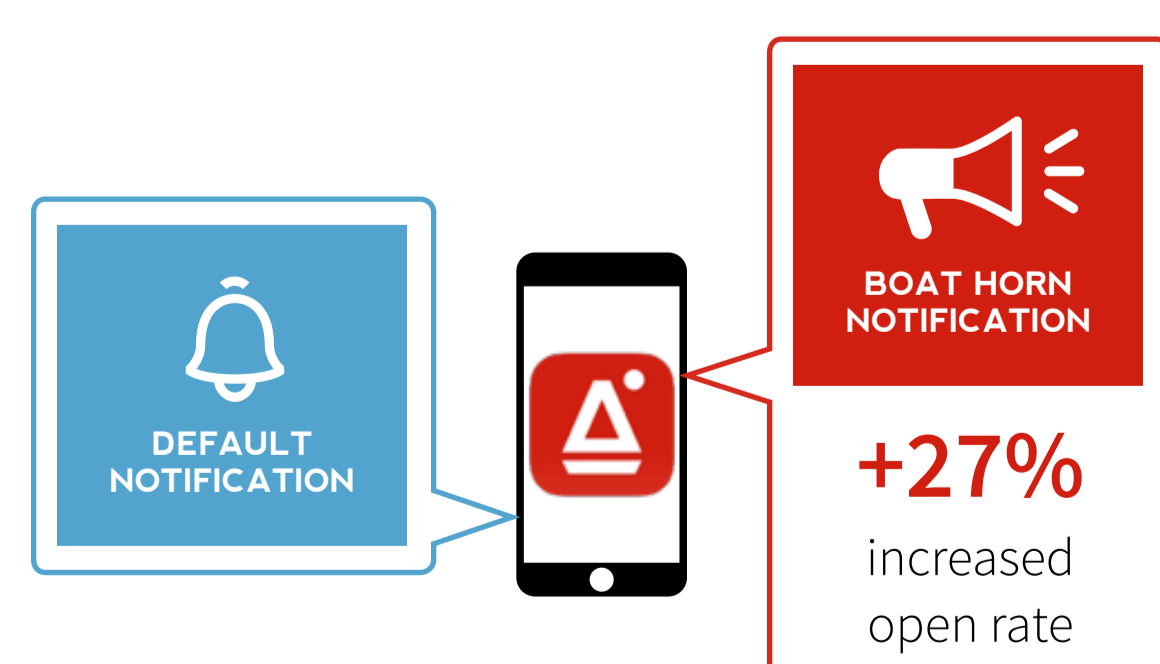
- 29% OPEN RATE** SAIL-in parade: people stand still to look at the ships sailing by
- 25% OPEN RATE** SAIL event: people walk around to see the ships in the harbor

Find the right moment

When you send is just as important as what you send. Make sure when you send a notification people are ready and able to receive and read it.

Sound matters

What is the effect of a different notification sound for the same message?



Find the right sound

People are getting used to the usual notification sounds of our phones. Try something different and get a lot more attention.