



# MANITOBA MOOSE

## CASE STUDY PRESENTED BY FANNEX



*"A goal of ours is always to have more fans see our content - there's value with that in ticket sales and partnerships revenue. Interactive games like Check-In To Win result in fans spending more time in our app, which allows us to engage with them about upcoming games, offers and promotions."*

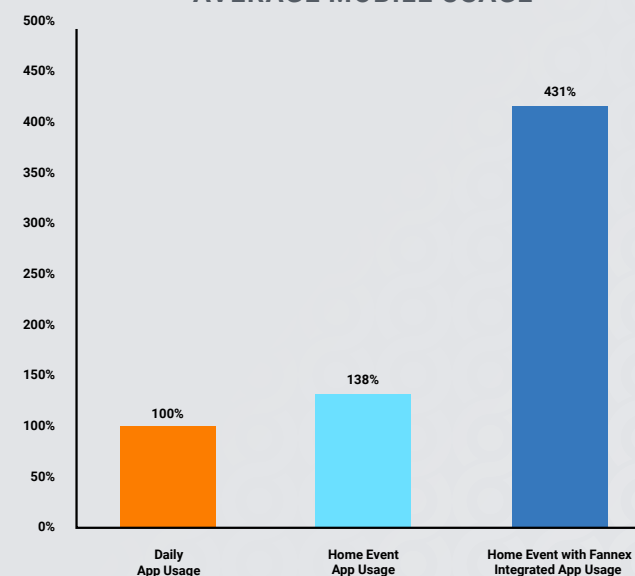
- Annie Chipman,  
Marketing Manager

# MOBILE MAGIC

The Manitoba Moose leveraged call-to-action mobile experiences to climb up the app rankings, as high as #7 in the Canadian Sports Category.

Sourced: Fannex Portal Data January 2017

## AVERAGE MOBILE USAGE



EVENTS FROM MAY 2019

# Fannex

\* REFERENCES: All brand names are the property of their respective company's and used with expressed written consent. Analytics and key performance indicators are extracted from Fannex's platform at the time of the scheduled engagement. Every effort has been made to ensure numerical accuracy. FNx\_19\_0158