

USA Swimming Deploys Audazzio During Olympic Trials to Engage Home Audience

AUDAZZIO®

Your magic wand to redefine the fan experience

At a glance

Audazzio is an app embedded service that allows any audio stream - broadcast or live - to control second screen devices in a fast, frictionless manner.

Key metrics

Far exceeding the industry standard of 20%, the microphone opt-in rate was over 50% to activate Audazzio. Additionally, fans showed to have an appetite for more content, indicated by the app open rate after the Audazzio promo ran.



+50%
mic opt-in avg



+145%
app open rate avg

CHALLENGES

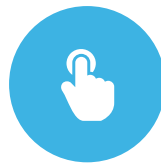


As the preeminent organization for the sport of swimming, USA Swimming has the opportunity to influence and architect the development of the sport for all swimmers while growing its fan base. As a result, USAS embraces the responsibility to grow the sport through exploration of new engagement technologies.

SOLUTIONS



The 8-day event successfully activated Audazzio, connecting USAS with home audiences across the country delivering a range of real-time interactive campaigns, profiles, and informative record holders' times fully synchronized with the broadcasts on USA Network and Peacock via NBC Sports.



Interactive



Informative



Key Insights

BENEFITS



1

Real-time Synchronization

Audazzio connects your content with audiences in real-time fully synchronized with the broadcast regardless of when or where it is watched.

2

Truly Frictionless

The unique Audazzio technology provides truly frictionless audience engagement that QR codes and calls to action cannot.

3

Unencumbered Viewer Experience

Simple implementation and activation eliminates the connection struggle for all parties delivering content in less than 1 second.



AUDAZZIO®
IT COMES IN WAVES™



Entertainment



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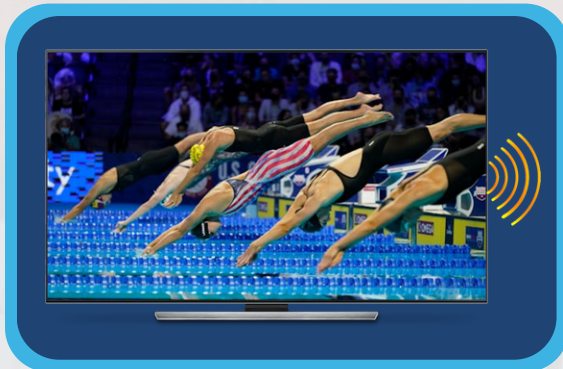


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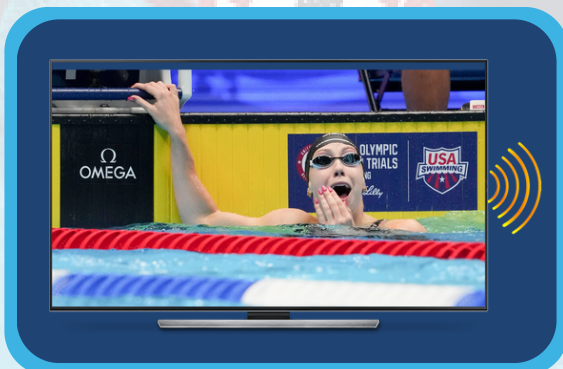
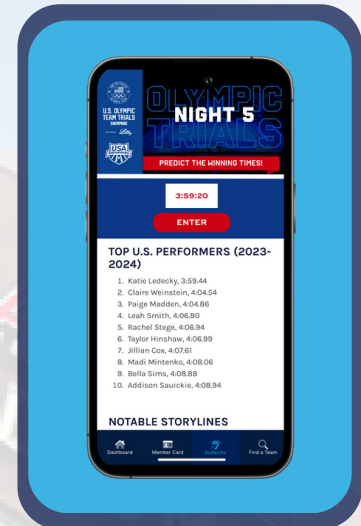
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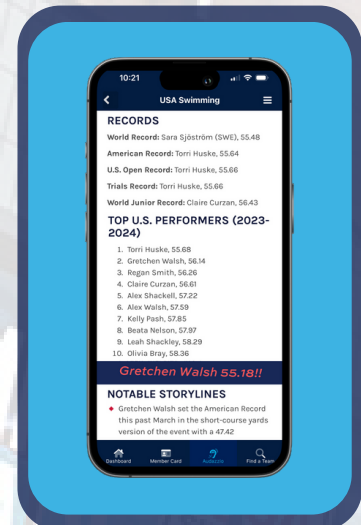
USAS EXAMPLES FROM BROADCAST



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Informative



Key Insights

