



OVERVIEW

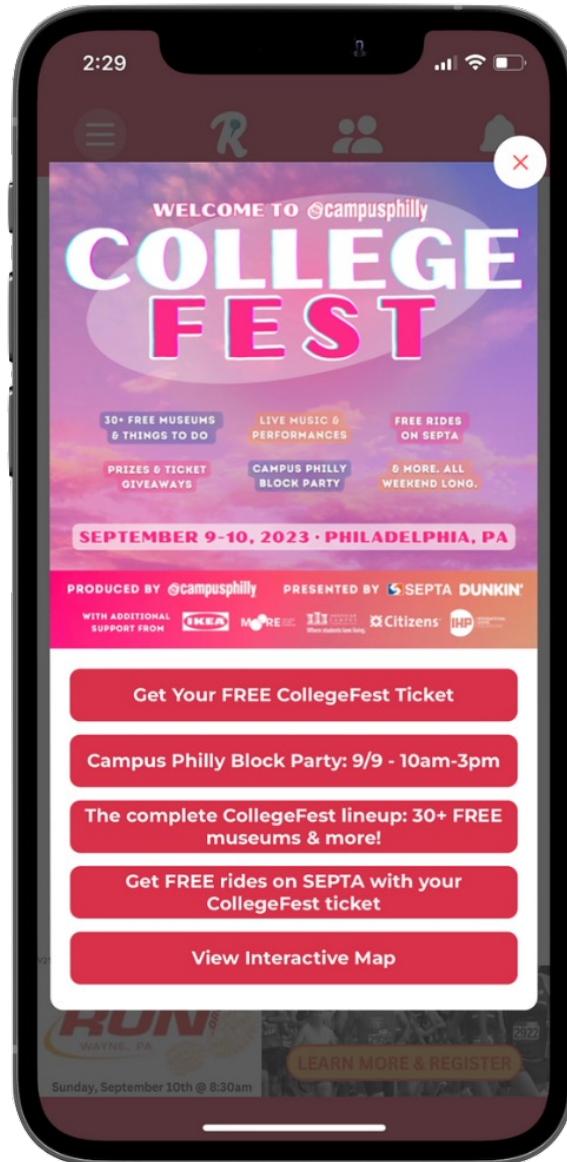


- Campus Philly utilized the Let's Rallie app for CollegeFest from 9/9 - 9/10
- CollegeFest is the weekend you fall in love with Philly featuring a long list of free events for college students and recent grads
- The Full Screen Welcome Message, Interactive Map, and Push Notifications were used to:
 - Share information about the event
 - Help students find participating locations
 - Offer a digital component to CollegeFest
- Let's Rallie geofenced Philadelphia
- Overall Impressions: **12,766**
- Overall Clicks: **8,726**



WELCOME MESSAGE

FULL SCREEN WELCOME MESSAGE

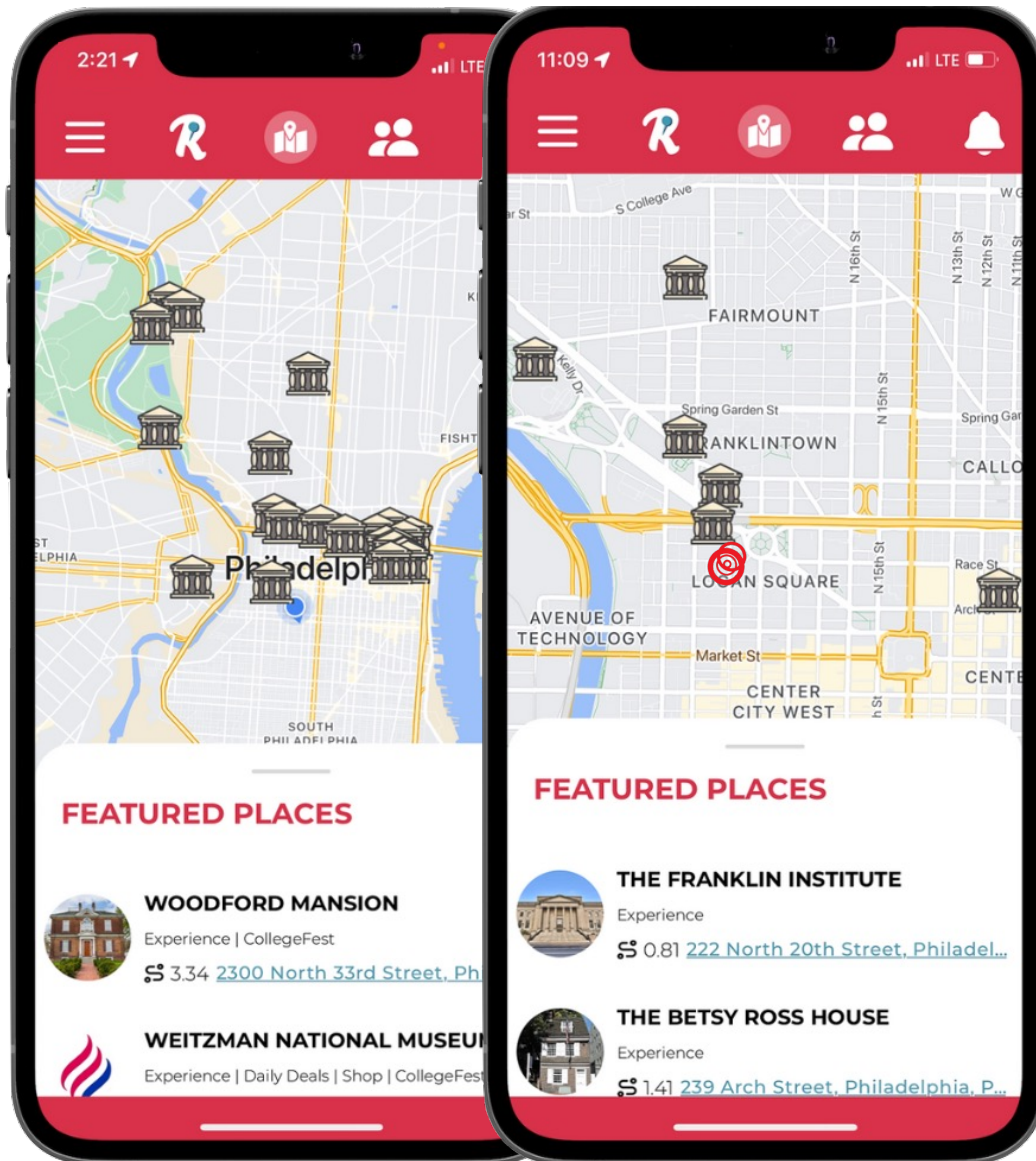


- The Full Screen Welcome Message displayed immediately upon opening the Let's Rallie app within 5 miles of Philadelphia
- Attendees were greeted with relevant links to help navigate their way around the event
- Duration: September 9th & 10th, 9-5pm
- Total Views: **7,656**
- Total Clicks: **4,918**
 - Get Your FREE CollegeFest Ticket: **795**
 - Campus Philly Block Party: **839**
 - The complete CollegeFest lineup: **1,026**
 - Get FREE rides on SEPTA: **536**
 - View Interactive Map: **1,722**



INTERACTIVE MAP

COLLEGEFEST INTERACTIVE MAP

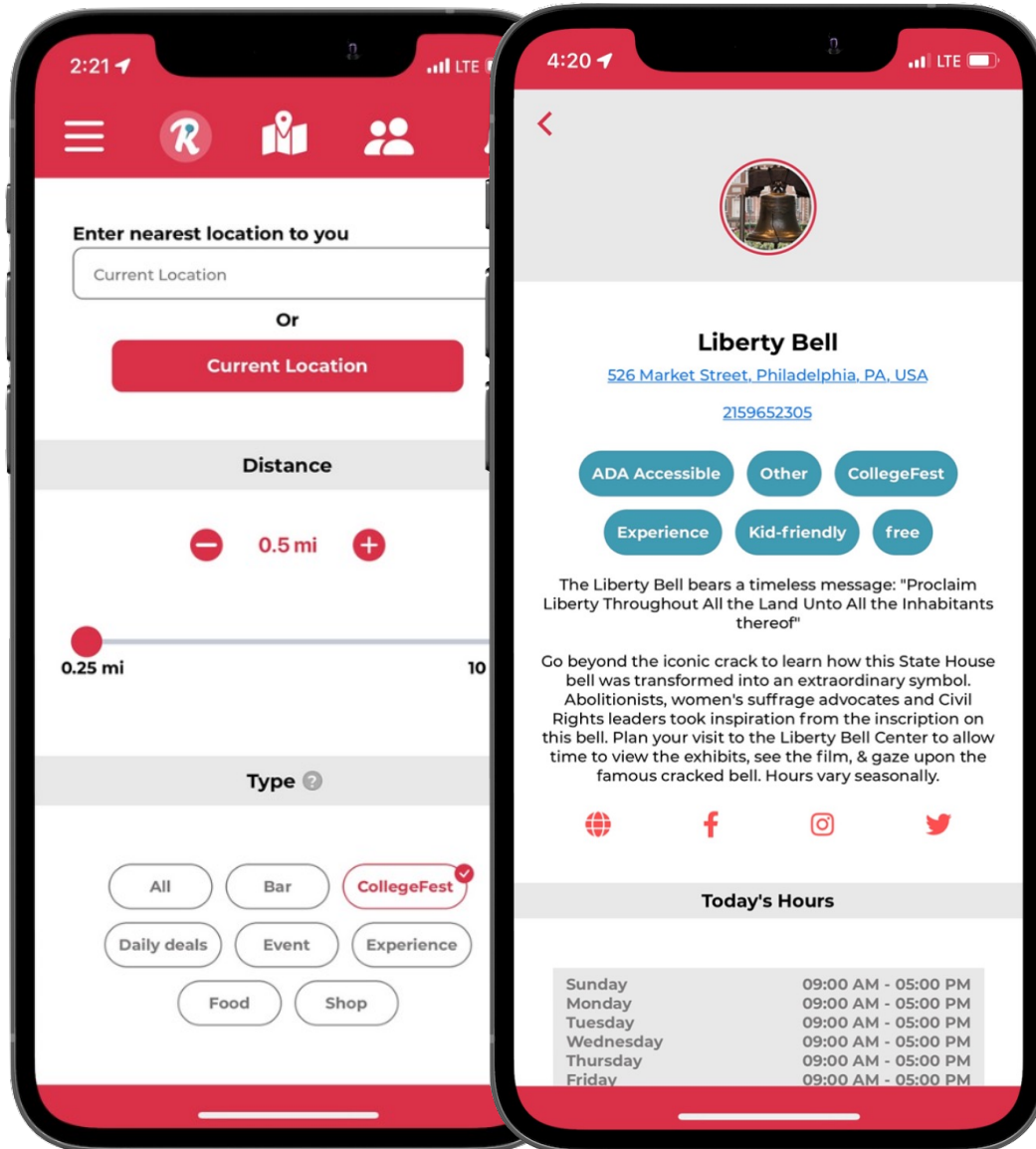


- The Full Screen Welcome Ad contained a button that allowed attendees to view an interactive map
- The interactive map showed all participating museums
- Map updated in real-time based on location and hours
- **32** total museums were featured on the map
- The Campus Philly Block Party was highlighted on Saturday
- Total Clicks: **3,614**



CUSTOM ITINERARY FILTER

COLLEGEFEST FILTER

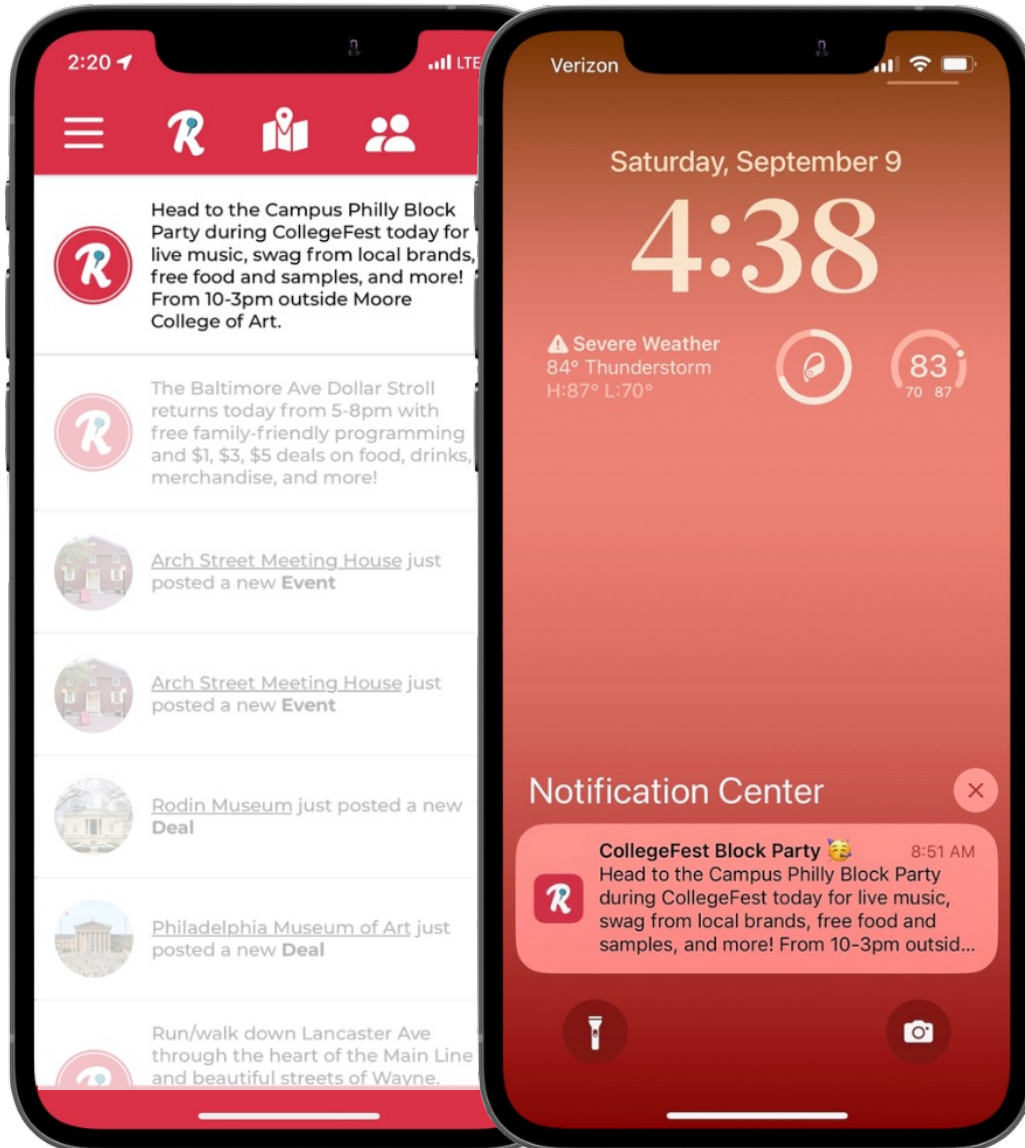


- A “CollegeFest” filter was added to help users find nearby participating locations
- The filter was also included on the Business Profiles for users to see while they checked out the individual museum pages
- Total Rallies during CollegeFest: **201**



PUSH NOTIFICATIONS

USER PUSH NOTIFICATIONS



- **1 User Push Notification** was sent to promote the CollegeFest Block Party
- This was delivered in the morning to promote awareness and attendance
- Notification linked out to Block Party landing page
- Metrics
 - Total Sent: **5,110**
 - Total Clicks: **194***

**Notification did not promote a click*



EVENT PHOTOS



ARE *you* READY FOR COLLEGEFEST?

Ready?

Sign up for
CollegeFest



Set.

Download the
Let's Rallie app



Go!

Explore Philly all
weekend long!



Rallie the official app of COLLEGEFEST

campusphilly

