DIGITAL SOLUTIONS THAT CAN IMPROVE YOUR RACE

Damloop by night 2016

DAMLOOP.NL
michelemuses BOSTON
I've only crossed that sacred finish line once, and it was for the Boston 5K, but it won't be the last.
Living here for almost 7 years, the Boston Marathon was always my bucket list Marathon. I've set myself a goal to BQ, and while I know it's going to take time (ie, years), this will happen.
redfaced_runner Yeah it will you CHAMPION!
michelemuses #boston #bostonmarathon #marathon #marathontraining #running #run #runner #runners #runnersofinstagram #runnerslife #nikerunning #nikewomen #whyirun #werunthis #runstrong #friday #runday #halfmarathon #london #ukfitfam #fitness #livelife
BRANDED CONTENT

ZONDAG 16 OKTOBER 2016
KRIJN SNUIF
FINISHED TCS MARATHON @ TCS AMSTERDAM MARATHON
RESULTS
3:39:52

Result of Krijn Snuif at TCS Amsterdam Marathon
Results
Krijn Snuif finished TCS Marathon at 10/16/2016 8:30:00 AM +09:00 in 3:39:52.
RESULTS.SPORTHIVE.COM

Like Comment Share

Merk de Boer, Viola Mashoed and 133 others
View previous comments

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c.run.run

Geen woorden nodig, we gaan gewoon doen! 🎥 De kwart dan hè 😁 hardlopen hashtag"hardlopenisleuk"
marathonrotterdam
kwartmarathonrotterdam running
runningmom nevergiveup
optegengeenoptie gettingstronger

load more comments

@maartjeloves2run_bike

naar i Rotterdam slagen we elkaar er voorom je kunt je ook aanmelden in
Balbommer bij ZDR dat is ook niet zo ver
weg voor je denk ik daar zitten wij bij 😊

@c.run.run @maartjeloves2run_bike Nee

loos diep is belangrijk niet en W

84 likes
NOW-ISM
DIGITAL PLATFORM

ENGAGE YOUR ATHLETES AND FANS

1.4 MILLION APP DOWNLOADS
166 MYLAPS APPS USED BY EVENTS IN 2017 TO DATE

52,2 MILLION PAGE VIEWS
49,269 TOTAL DAYS OF EXPOSURE TIME

EXPERIENCE PROGRESS MYLAPS
<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downloads</td>
<td>900,000</td>
<td>+55%</td>
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<td>+37%</td>
</tr>
<tr>
<td>Days</td>
<td>32,657</td>
<td>+51%</td>
</tr>
</tbody>
</table>
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You’ll Never Walk Alone

Runners and supporters, thanks for your efforts!

On 9 April 2017, the heroes in the NN Marathon Rotterdam were surprised by their supporters with 6,953 personal encouragement videos.

View the aftermovie
IMPACT PHOTOVIDEO APP

- 11% MORE PAGE VIEWS
- 28% MORE EXPOSURE TIME
- 57% MORE SESSIONS
Increased session time
3 to 5 min
REMARKETING
NN MARATHON ROTTERDAM

Some of the funniest selfies made in our app 😊
Have you taken yours yet? You can find out more layers. Live Tracking will be available soon. Download our free app here:
Google Play: https://play.google.com/store/apps/details...

NN Marathon Rotterdam with Christiaan Beijaars.
19 hrs

ACHIEVEMENT AWARD 2017
NN Marathon Rotterdam

App downloads
100,971

Total page views
5.7 million
Avg session time
18 minutes
Overall engagement time
5,504 days
Estimated marketing value
115,000 EUR

MYLAPS sporthive
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EXPERIENCE INSIGHTS

HOW TO TURN MY ATHLETES AND AUDIENCE INTO AMBASSADORS?