



# From Tailgate to Last Call, Miller Lite Owned the Mobile Experience

Using MAX's proprietary SET.Live™ technology, Miller Lite owned a **digital extension** of each show, **capturing CRM data** while giving fans a new interactive experience in the palm of their hand.

**Points of Entry**

**Pre-Show Tailgate**



**In-Venue Signage**



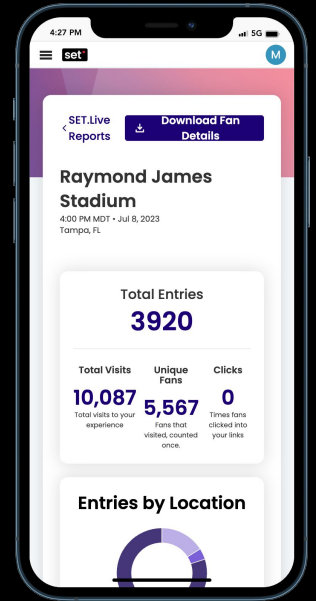
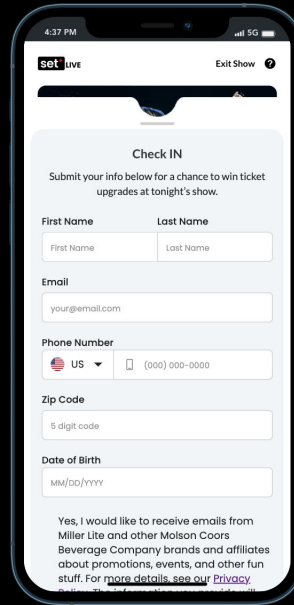
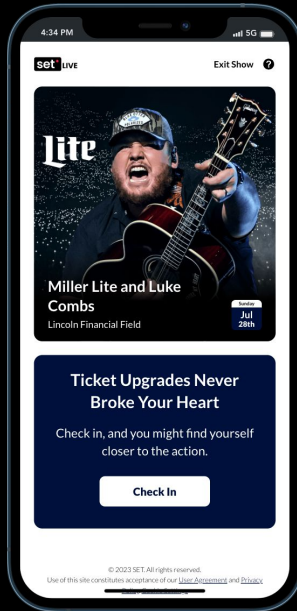
**In-Venue Video**



Fans scanned QR codes or visited SET.Live

& entered their information

capturing fan info for Miller Lite



## The Results

**21.9K+**

Unique Leads Captured  
*(de-duplicated)*

**58K+**

Engagements  
*(fan visits to Miller Lite branded SET.Live page)*

**13.4K+**

Brand Opt-Ins  
*(fans opting-in to branded messaging)*

