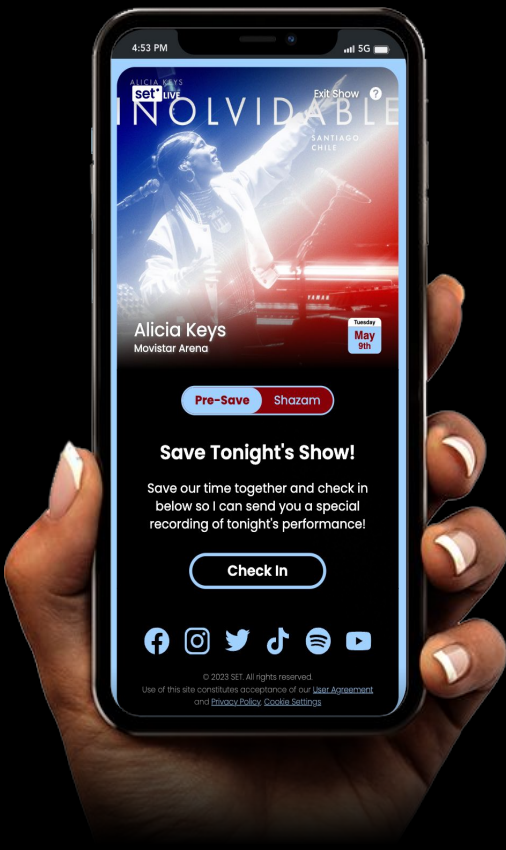
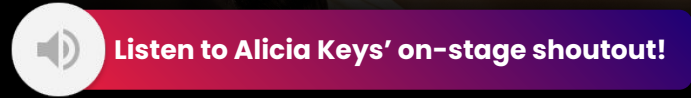


22,400+ New Contacts in under 2 months

GRAMMY Award-winning artist **Alicia Keys** used SET.Live to engage her fans in a meaningful way during her Latin America tour—and captured 22,400+ new contacts in less than two months.



The Fan Experience

Drive Fan Engagement
Fans visit SET.Live to receive a recording of the evening's performance

↓

Collect Direct Fan Data
Fan check-ins are captured for Alicia Keys' CRM

↓

Promote Exclusive Content
Fans get access to exclusive content from Alicia Keys

The Results

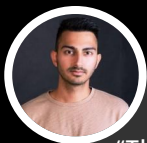
37,118
Total clicks to social platforms and music streaming

↓

2,470
Avg. new contacts per show with SET.Live callout

↓

22,400+
NEW CRM contacts from SET.Live check-ins



"The amount of data and pre-saves we were able to acquire by seamlessly integrating the SET.Live QR code and event page on our screens during the tour was unreal."

Krishan Narsinghani | Senior Manager | Roc Nation