

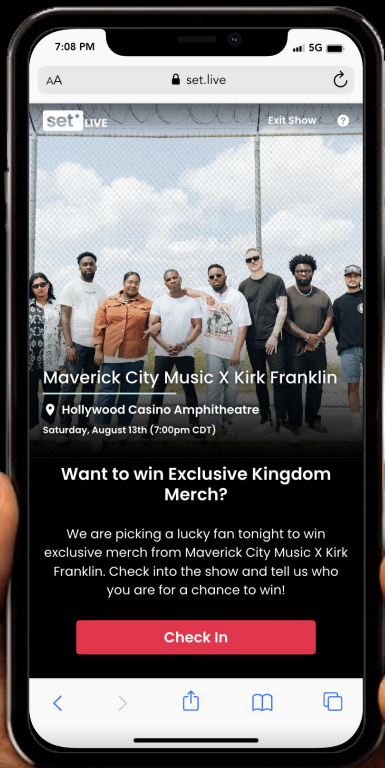
CASE STUDY

# How the KINGDOM Tour used SET.Live™ to collect 15,000+ New Contacts in 2 months

This summer, Billboard Award-winning collective **Maverick City Music** kicked off the 37-city Kingdom Tour alongside GRAMMY-winning artist, songwriter, producer, and cultural icon **Kirk Franklin**. Find out how they used SET.Live to **double their fan CRM** in just two months while on tour and to promote the tour's accompanying album, Kingdom, recorded in a Florida prison yard to help raise awareness about mass incarceration.

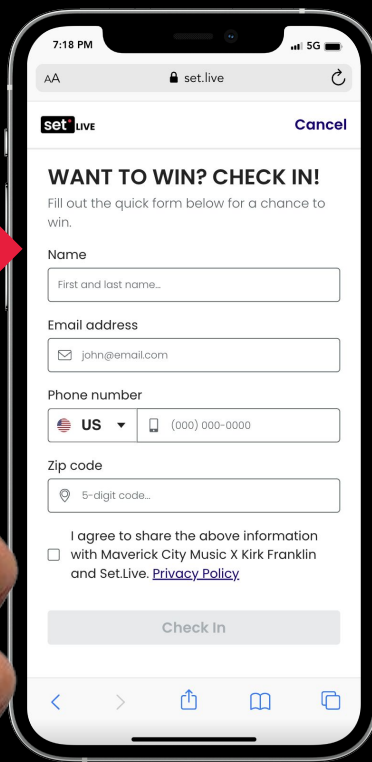


## The Fan Experience



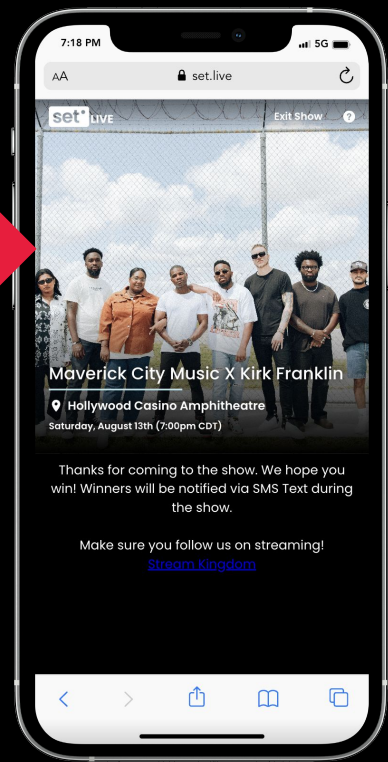
### Drive Fan Engagement

Fans visit SET.Live for a chance to win exclusive tour merch



### Collect Direct Fan Data

Fan check-ins are captured for Maverick City & Kirk Franklin's CRM



### Promote Album & Streaming Links

Fans can get straight to the album on streaming services



# The Results

**91.5%**

of SET.Live visitors completed check-in

**995**

Avg. new contacts per show with SET.Live callout

**15,100+**

NEW CRM contacts from SET.Live check-ins

**Contact List**

15,102 Reachable Fans | 1986 Cities | 11 Countries

**Filters**

**Age**

- 18+
- 21+

**Gender**

- Male
- Female
- Other

**Location**

Search for a City...

- 50 Miles
- 100 Miles

**Source**

Search for a Source...

**Reach Out To Your Fans**

There are 15,102 contacts in your list

[Download](#)

Name #	Location	Age	Gender	Added	Phone	Email
[Redacted]	Oakland, TN			Jul 2, 2022	[Redacted]	[Redacted]
[Redacted]	Fredericksbur...			Jun 17, 2022	[Redacted]	[Redacted]
[Redacted]	Craig, CO			Aug 1, 2022	[Redacted]	[Redacted]
[Redacted]	Tulsa, OK			Jul 8, 2022	[Redacted]	[Redacted]
[Redacted]	Odenton, MD			Jun 17, 2022	[Redacted]	[Redacted]
[Redacted]	Saint Peters, M...			Jun 24, 2022	[Redacted]	[Redacted]
[Redacted]	Country Club ...			Aug 8, 2022	[Redacted]	[Redacted]



"We've been working with SET.Live during the **KINGDOM tour** and it's been such a huge success. We've collected **15K+** new text and email subscribers since late June, just by telling fans to "check-in" to SET.Live during the intermission of some of the shows."

**Aliya Faust**  
**Director of Marketing**  
 RCAI / Sony Music

## CRM Impact

**2X**

Within **2 months** of using SET.Live, the CRM database of "opt-in" fans **doubled!**

