

FLOWCODE

ANC X FLOWCODE BRINGING NEW FAN ACTIVATIONS TO SPORTS, OOH & ENTERTAINMENT

[READ RELEASE](#)



INCREASE REVENUE

88%

of Americans use a second mobile device while watching TV.

95M

U.S. smartphone users have scanned a QR code in 2023.

\$710B

Projected annual spending on mobile commerce by 2025.

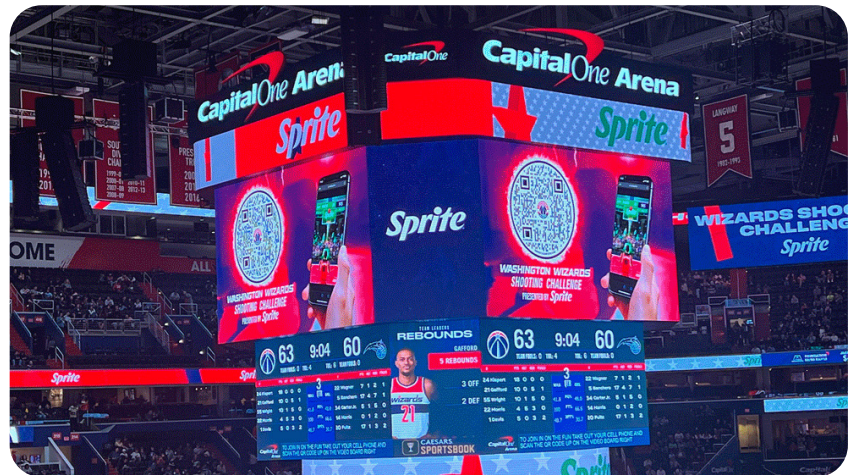
80%

of customer interactions will be contactless by 2024.

75%

higher than average conversion rate for first-party data collection across sports and entertainment.

ANC x Flowcode power the ultimate fan journey and in venue experiences. Creating engagement, conversion, and CRM touchpoints for fans at home and in-venue that can be tracked from a central, unified enterprise platform. Boost brand loyalty and leverage conversion tools for your business initiatives.



- So easy to activate, you could use it in your game tonight.
- Dynamic, backed by data, & highly designed for your brand
- Industry leading, privacy-compliant solution

Contact your ANC Team to get started.

Drive More Connections With Fans & Consumers

Boost loyalty with CRM capture + Flowcode



Increase
Conversion Rates

Boost Brand
Awareness

Valuable Fan
Insights

FLOWCODE X CASE STUDIES

85% Fan Input Conversion Rate for national national sports event sweepstakes.

NFL SUPER BOWL

103K

Total scans

Super Bowl Broadcast delivered
103K Scans in 1 Minute

With 113M viewership on NFL's 2023 Super Bowl, Flowcode lead the innovation game providing fans with an instant shopping experience to winning merch.

PITTSBURGH PENGUINS

118.7%

Conversion rate

Text to Enter - Flowcode helped drive in-arena fan engagement for Penguins fans to win prizes

3200+

Scans in arena

The Pittsburgh Penguins leveraged Flowcode to drive an in-arena fan engagement activation that allowed fans a chance to enter to win mega prizes

NBA ALL STAR WEEKEND

85K

Data pulls via Flowcode Analytics API to power fan engagement and insights

All Star Weekend: NBA executives understand their audience in real-time

The NBA was able to leverage Flowcode's industry-leading technology to build an omnichannel, global activation experiences, NBA ID, building next-gen fan engagement activations and creating value for sponsors.

 GDPR &  CCPA compliant

Contact ANC to create a free
QR demo for your venue today:

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