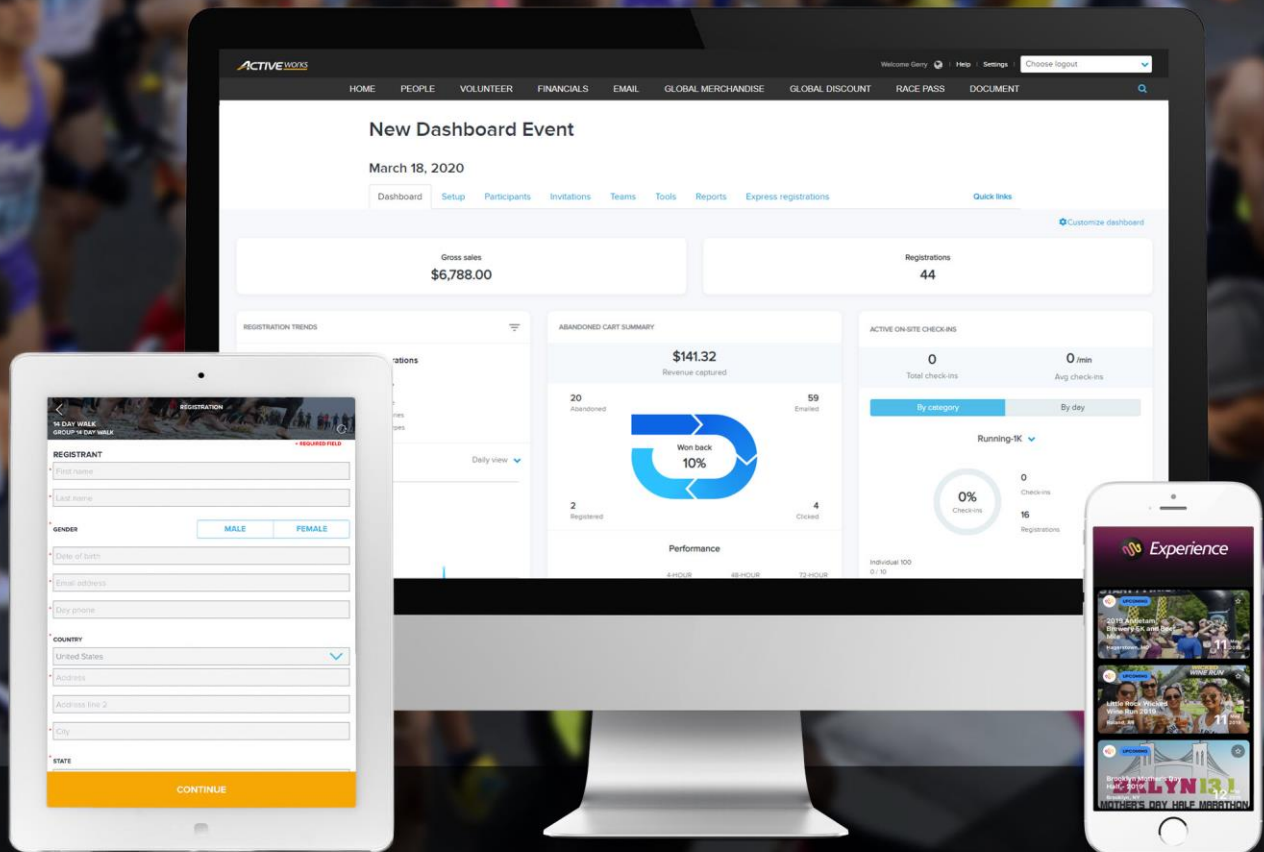




## Product Release Notes for ACTIVEWorks – January 7, 2020



## Table of Contents

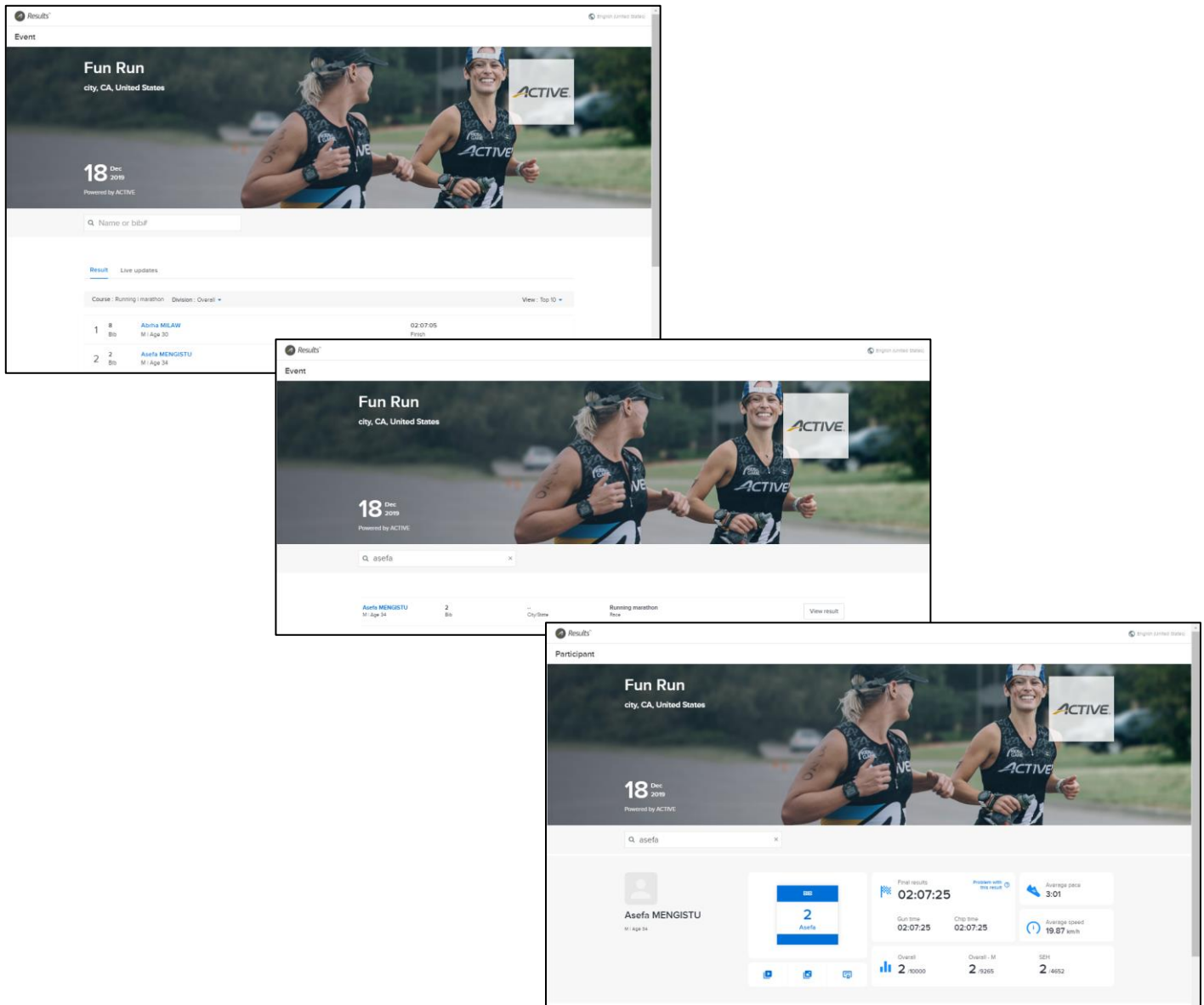
ACTIVE Results: Kiosk mode.....	2
CRM: Advanced customer segment builder .....	3



## ACTIVE Results: Kiosk mode

Want to provide results kiosks at your event, so that your participants and spectators can easily lookup race results? Just open your event page in ACTIVE Results and append **?appMode=kiosk** to the page address to restrict browsing to only that event and its participants.

Your participants and spectators can view the event's participant list, search for a participant by **Name or bib#** and open a **Participant's** result page:



After 15 seconds of inactivity, the kiosk automatically returns to the **Event** page and is ready for use by the next participant or spectator.

In kiosk mode, participants or spectators cannot accidentally browse to other event results or access restricted features (such as the ACTIVE Results **Home** page, **My results**, **Sign in | Sign up**, **Manage results**, social-network sharing icons, **Claim result** buttons and technical support links).



## CRM: Advanced customer segment builder

We're excited to offer you the ability to segment your customers with far greater precision and sophistication to deliver them tailored communications, services and products and to maximize your businesses objectives (a Premium-tier feature under the **PEOPLE** tab).

You can now build advanced customer segments with **AND/OR** combinations of multiple customer conditions. For example, if you want to reach out to your high-spend or high-repeat customers who registered last year, but for some reason failed to register this year, then you can now filter for customers who:

- (Spent more than \$500) **OR** (Registered for more than 5 events)

**AND**

- Registered in 2018

**AND**

- Did NOT register in 2019

The screenshot displays the 'Advanced customer segment builder' interface. At the top right, there is a 'Save as custom segment' button. The main area contains a list of conditions, each with an 'Exclude' toggle, a minus sign, a plus sign, and a close button (X). The conditions are:

- Condition 1: Revenue (larger than) 500.00
- Condition 2: OR (Registration details) Quantity (more than) 5
- Condition 3: AND (Registration details) Time (between) 1/1/2018 and 12/31/2018
- Condition 4: AND (Exclude) (Registration details) Time (between) 1/1/2019 and 12/31/2019

At the bottom, there is an 'Add condition' button, a 'Clear' button, and a 'Search' button.

Or maybe you wish to offer exclusive merchandise to customers who registered in every one of the last three years or are high-spenders or strong influencers, then you can filter for customers who:



- (Registered in 2019) **AND** (Registered in 2018) **AND** (Registered in 2017)

**OR**

- Spent more than \$1000

**OR**

- Influence exceeds 3 stars

The screenshot displays the ActiveNetwork segment builder interface. At the top right, there is a "Save as custom segment" button. The main area contains three stacked condition panels, each with an "Exclude" toggle (currently off) and a close "X" button. The first panel is for "Registration details" with a "Time" filter set to "between" the dates "1/1/2019" and "12/31/2019". The second panel is for "Revenue" with a "larger than" filter set to "1000.00". The third panel is for "Influence" with a "larger than" filter set to "★★★★☆". Between the first and second panels, and between the second and third, there are "OR" buttons indicating the logical relationship between the top-level conditions. At the bottom left, there is a "+ Add condition" button. At the bottom right, there are "Clear" and "Search" buttons.

Add top-level conditions by clicking **+ Add condition** and select to **AND** (satisfy all conditions) or **OR** (satisfy one or more of the conditions) the conditions. Then, under each top-level condition, add up to 5 second-level conditions by clicking **+** and select to **AND** or **OR** the second-level conditions. Finally, save the custom segment to deploy highly-targeted email campaigns or exclusive merchandise offers.



## **ACTIVE Network, LLC**

© 2020 ACTIVE Network, LLC, and/or its affiliates and licensors. All rights reserved. No part of this publication may be reproduced, transmitted, transcribed, stored in a retrieval system, or translated into any computer language, in any form or by any means, electronic, mechanical, magnetic, optical, chemical, manual, or otherwise, without prior written permission. You have limited permission to make hard copy or other reproductions of any machine-readable documentation for your own use, provided that each such reproduction shall carry this copyright notice. No other rights under copyright are granted without prior written permission. The document is not intended for production and is furnished “as is” without warranty of any kind. All warranties on this document are hereby disclaimed including the warranties of merchantability and fitness for a particular purpose.

## **About ACTIVE Network, LLC**

ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

For more information about ACTIVE Network, LLC products and services, please visit [ACTIVEnetwork.com](https://ACTIVEnetwork.com).

ACTIVE Network, LLC

717 North Harwood Street

Suite 2500

Dallas, TX 75201