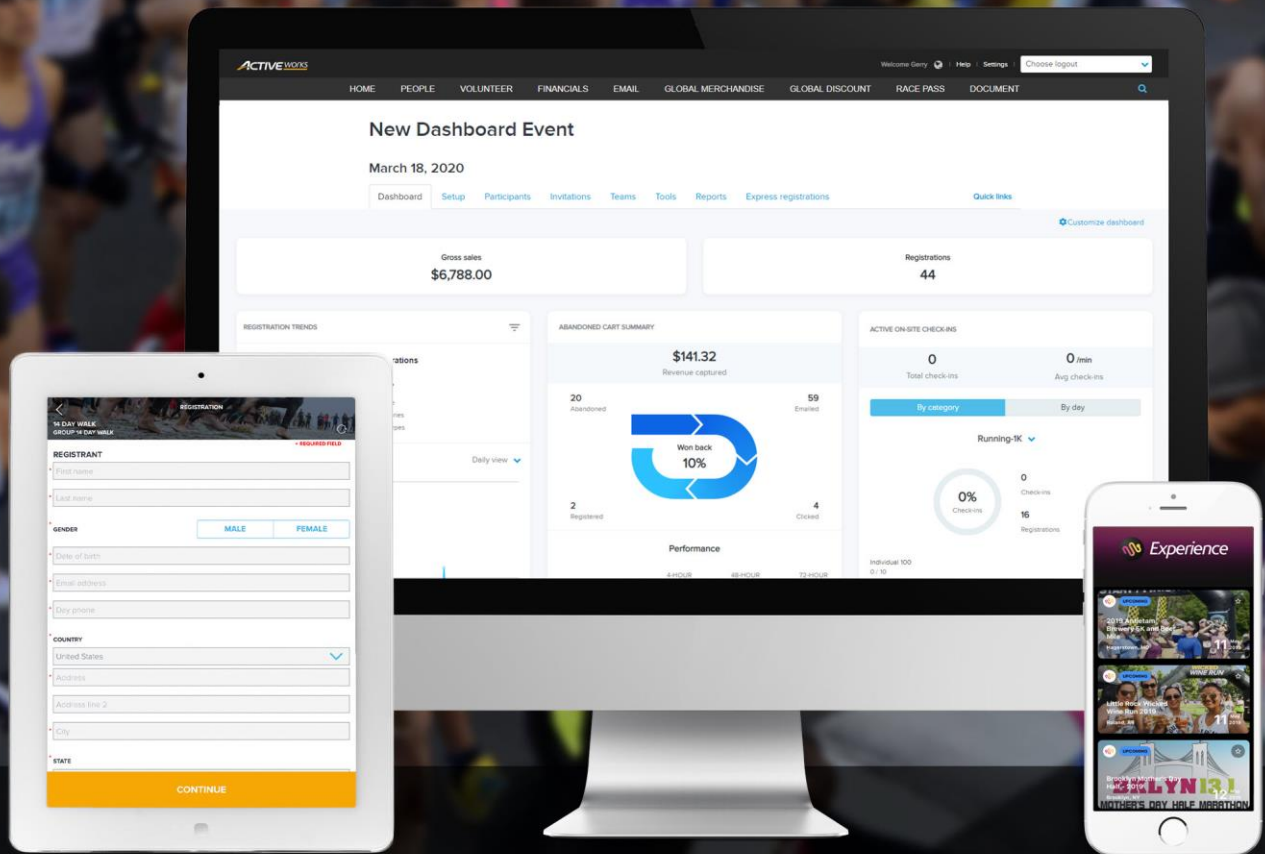# Product Release Notes for ACTIVEWorks Endurance – September 17, 2019

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CRM-driven shopping

Having launched our industry-leading CRM in 2016, we're excited to announce an innovation which continues our industry-first capabilities: personalized shopping.

It's well-known that personalized experiences and marketing strategies yield greater customer satisfaction and retention. For example, when you finally hit a level at Chipotle or Starbucks and are rewarded with free items, you feel more valued as a customer and will keep going back and telling others about your positive experience. Until now, that level of interaction hasn't really existed in the endurance or ticketing space, nor much across other ecommerce websites.

Now, you can apply your **Custom segments** (a Premium-tier feature) to your event's additional purchases.

Grant:

- Free parking, limited-edition items or VIP experiences to loyal customers who signed-up for previous events.
- Access to priority wave times to athletes with qualifying results from previous events.
- Any other items or services to customers belonging to custom segments of your choice.

Create a 1-to-1 relationship with your customers to improve your customer satisfaction and retention.

During registration, an item is only displayed if the registrant matches at least one of the (up to 5) configured custom segments:

Regular customer registration:

Custom-segment customer registration:

Custom segment restrictions on **Wave** items will not stop team members from selecting or being assigned to the same wave as their team captain.

NOTE: Custom segment purchase restrictions are currently NOT implemented in post-registration purchasing in the My Events site or On-Site app. To prevent registrants purchasing a restricted item, unselect the **Availability** > **My Event post-registration flow** and **On-Site** checkboxes.

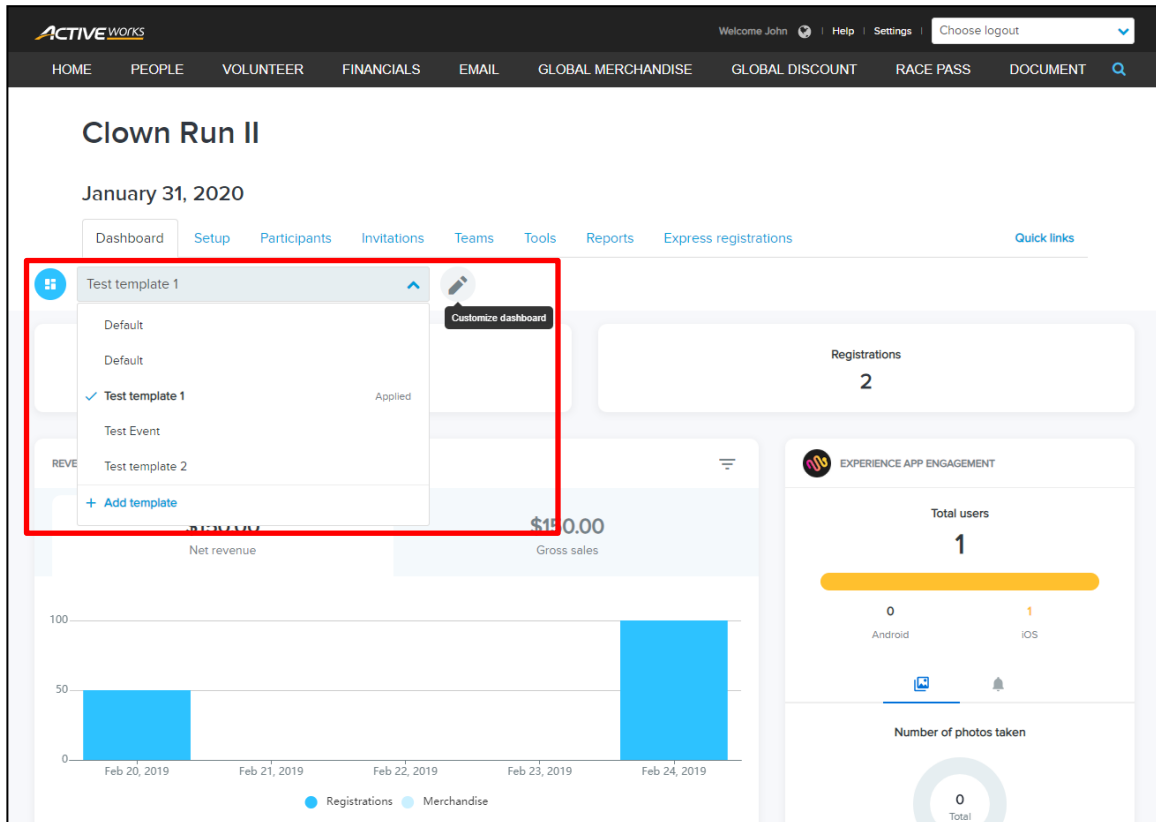## Social-networking referral rebate holdback reduction

The social-networking referral rebate tool is a great way to incentivize your customers to share your event with friends and family via social networks and messaging; referrals can drive between 10 to 20% of an event's registrations. To make this great tool easier for you to adopt, we have lowered the amount held back to cover the rebates to only 5% of the event income, so that you will receive more revenue sooner to cover your pre-event expenses.

Switching between custom Dashboard templates

As we continue to add more insights to the event **Dashboard** (a Premium-tier feature), it helps to be able to see the right information when you want it.

Now, you and your staff can quickly switch from your custom marketing to operations to financials dashboards, just by selecting the required template in the dropdown menu:

ACTIVE Network, LLC

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.

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