



Product Release Notes for ACTIVEWorks Endurance; September 20, 2016

Running Event
July 2, 2015

Dashboard Setup Participants Invitations Teams Tools Reports

Activity summary

Today Yesterday This week This month

Display activity information for Today, 6/19/2015

Total net income	\$420.00
Refunds	\$0.00
Discounts	\$0.00
Donations	-

Top participant locations

States	Countries
#1 Unspecified	938
#2 California	395
#3 Texas	278
#4 Arizona	166
#5 New York	140

Registrations

100	2,134	14	14
My goal	Total	Yesterday	Today

0 Cancellations
0 Category transfers
0 Unsigned waivers

Registration trend

Registrations

100	2,134	14	14
My goal	Total	Yesterday	Today

0 Cancellations
0 Category transfers
0 Unsigned waivers

Registration trend

5K EVENT

25/UNLIMITED REGISTRATIONS

36%

9/25 CHECK-INS

REGISTER CHECK IN

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Customer Relationship Management

As an organizer, you need a personalized approach to best interact with all your different customers. For example, for first-time racers you may want to communicate what to expect on race day and help them prepare for the event. Or you may want to reward repeat for their loyalty.

Whether you segment your marketing emails or answer a call from a customer, it's optimal to be able to instantly know what kind of customer they are and how to best communicate with them.

You already know how important it is to nurture your relationship with your customers, yet it is too time-consuming and impractical to personalize your relationship with every individual customer. As a result, over time, you are less and less able to keep your customers engaged.

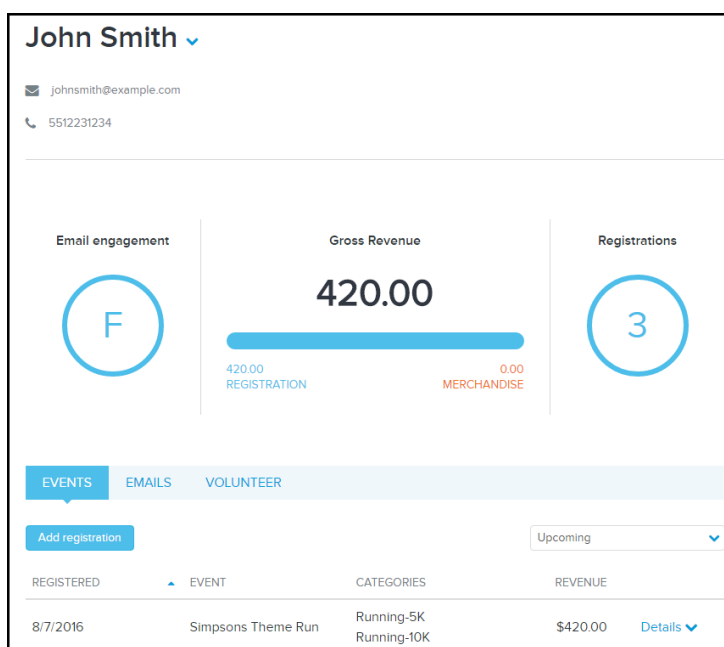
ACTIVEWorks Endurance now helps you to intelligently manage your customer relationships. The new Customer Relationship Management (CRM) tools to help you build a stronger relationship with your customers than ever before.

All customer information at a glance

Customer information, especially registration information, lives in multiple places and is difficult to consolidate. The information is scattered across different pages and reports, and although you know it has value, it isn't easy to figure out the trends and relationships behind the data.

Now, a complete summary of a customer's event registrations, volunteer registrations, and email engagement are all presented in a single view. You can easily view a customer's:

- Total lifetime revenue, merchandise purchases, and event registrations
- Email engagement level, graded by the open and click frequencies for your emails
- Referral progress
- Volunteer job details



Personalize your Communication with Custom Segments

Have you ever wanted to see who has registered for more than one of your events to see who qualifies for your medal series? Or who has registered for any of your events in the past 2 years? Or who your biggest spenders are? Did you want to send a targeted email to these groups?

Custom Segments make it incredibly easy to do just that from entirely within ACTIVEWorks Endurance. No spreadsheets or additional email tools required.

With Custom Segments, you can use our powerful search and filter functions to organize your customers into targeted groups based on the criteria of your choice. Once created, you can use our integrated email tool to easily send emails directly to the customers within the segment.

This combination of segmentation and email communication help you to improve your marketing strategies by personalizing emails for different segments and targeting each group with the messages that resonate with them.

HOME
PEOPLE
VOLUNTEER
FINANCIALS
EMAIL
GLOBAL MERCHANDISE
GLOBAL DISCOUNT
RACE PASS

People

People list
Custom segment

People who match all of the following conditions
Save as custom segment

Registration details
Event
Springfield Fun Run
Running

Registration details
Quantity
more than
3

Gender
male

Add condition
Clear
Search

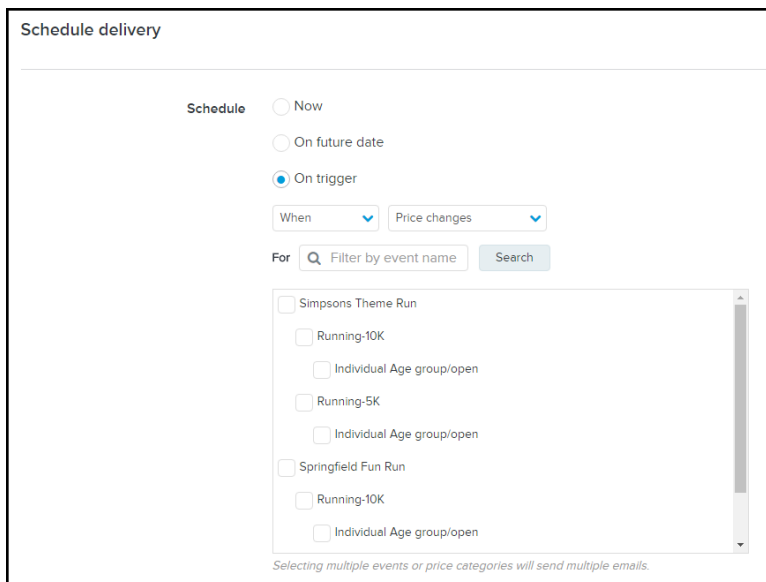
NAME	EMAIL ADDRESS	PHONE	CITY	STATE	GENDER	REVENUE	ENGAGEMENT
Ellen Adams	ellenadams@example.com					0	--
Sam Wilson	samwilson@example.com	1234567	asd	DXB	Male	120.00	F
John Smith	johnsmith@example.com	5512231234	Springfield	AK	Male	420.00	F

Email Trigger by Price Changes

Price change reminder emails encourage potential registrants to register as soon as possible at the best available price, and are an opportunity for you to drive registrations.

Are you manually sending out emails to remind customers that a price will increase at the end of the month? Now, our dynamic email trigger feature has been enhanced to let you automatically send reminder emails triggered by price changes in your event categories.

Save even more time in planning your marketing calendar by setting email triggers for your price increases.



Schedule delivery

Schedule

- ☐ Now
- ☐ On future date
- ☒ On trigger

When Price changes

For

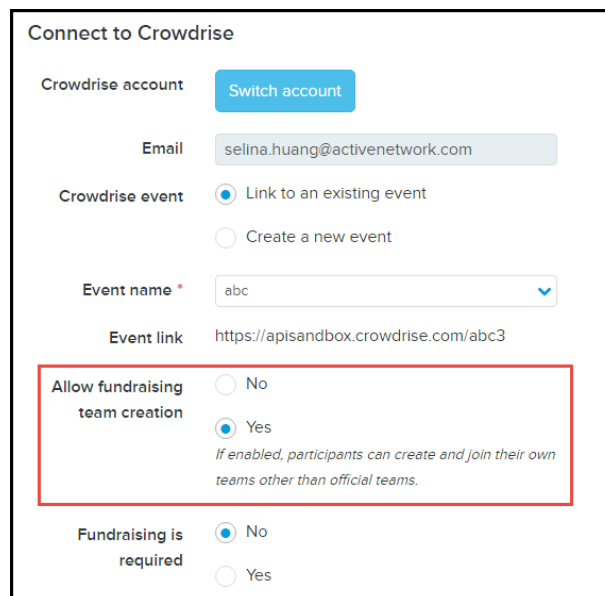
- ☐ Simpsons Theme Run
- ☐ Running-10K
 - ☐ Individual Age group/open
- ☐ Running-5K
 - ☐ Individual Age group/open
- ☐ Springfield Fun Run
 - ☐ Running-10K
 - ☐ Individual Age group/open

Selecting multiple events or price categories will send multiple emails.

CrowdRise Fundraising Teams

To further support CrowdRise fundraising, participants can now create their own fundraising teams and participate on behalf of their own great charitable causes.

Flexible fundraising team creation inside ACTIVEWorks encourages friends and family members to join together to raise funds. Each fundraising team has its own CrowdRise fundraising page for viewing donors and comments, progress towards fundraising goals, and more.



Connect to CrowdRise

CrowdRise account

Email

CrowdRise event

- ☒ Link to an existing event
- ☐ Create a new event

Event name *

Event link

Allow fundraising team creation

- ☐ No
- ☒ Yes

If enabled, participants can create and join their own teams other than official teams.

Fundraising is required

- ☒ No
- ☐ Yes

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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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