Product Release Notes for ACTIVEWorks Endurance – Feb. 10, 2017
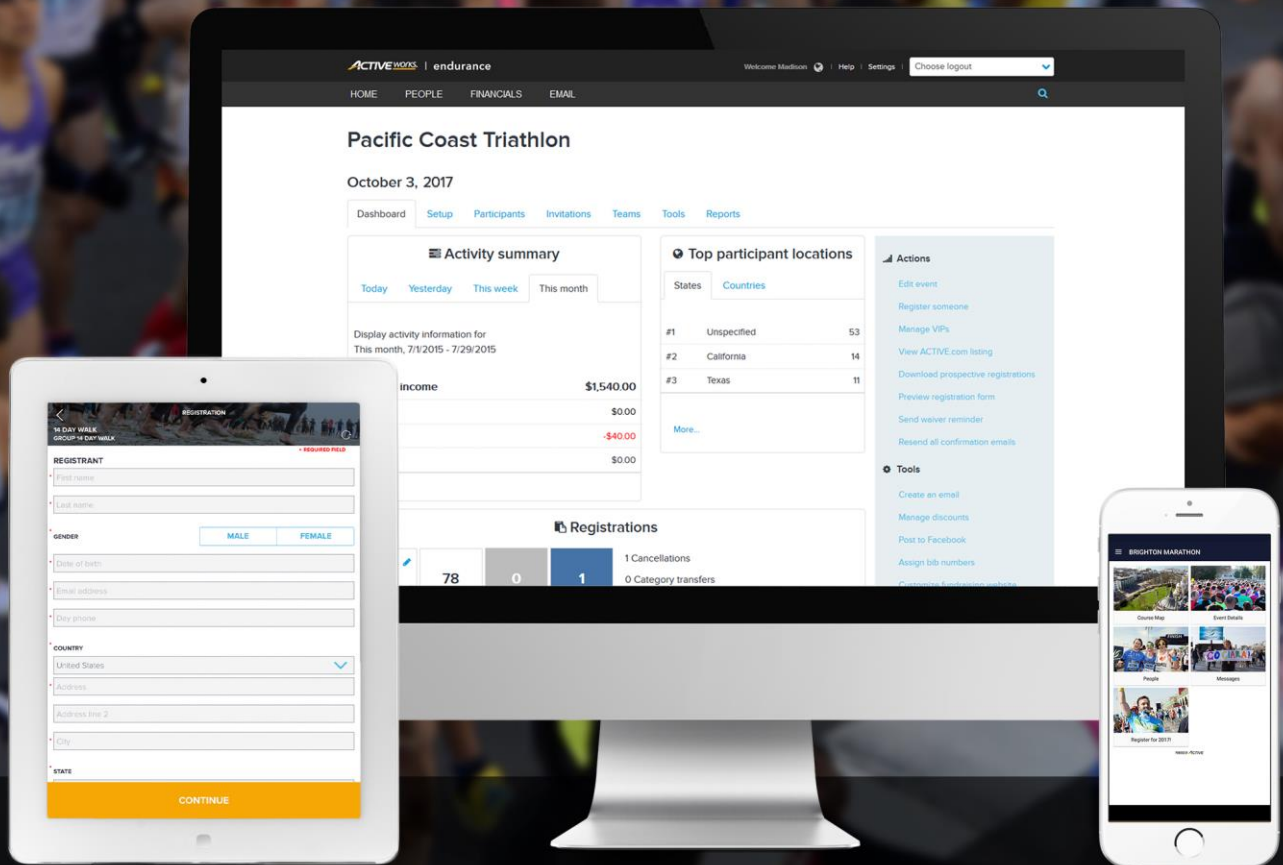
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Viewing the Number of Used Discounts

Track not only the financial impact of your discounts, but also the quantity used for each general or global discount code. Easily see which discounts are seeing a ROI on your marketing efforts.

Note: if a discounted registration is cancelled or transferred, then the discount counts as expired and the quantity of the discount code used remains unchanged.

Referral Rebate Enhancements

Event organizers who use the social referral rebate tool now have more options for rewarding their participants who share and register using the rebate links. Organizers can now choose whether rebates are given to only referrers, or to referrers and referred.

- If only referrers are chosen to receive rebates, then only registrants with the required number of valid referrals will receive rebates.
- If all referrers and referred are elected to receive rebates, then registrants who referred others and registrants who were referred will receive rebates.

Additionally, the social referral dashboard now provides better insight into the performance of the campaign. Event directors can now view the average number of referrals made per participant. (Average referrals = total valid referrals / number of registrants who have made valid referrals.)
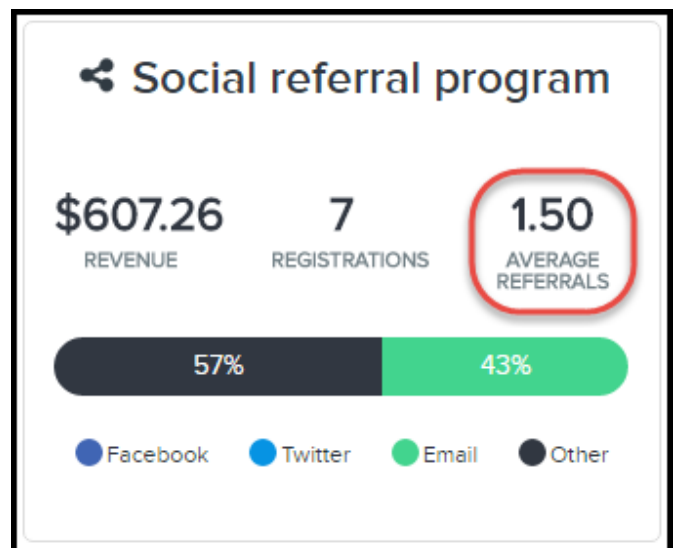
Sponsored Push Notifications in the Event App

Organizers using the Event App now have additional choices for customizing how your sponsor organizations can be branded inside the app.

Sponsorship is critical to generating revenue and operating a profitable event. Oftentimes, a sponsor will cover the cost of the Event App to ensure that their brand is seen by as many participants and spectators as possible.

Event directors can help their sponsors reach a larger audience by including a sponsorship message in each participant's progress notifications. One example: "Live results are powered by Title Sponsor Name."

Event directors can easily configure this sponsorship message in the Event App tool as seen below.

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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