

CASE STUDY

ST. LOUIS CITY SC

YOUR TICKET TO A MEMORABLE GAME DAY

INTRODUCTION

Ready to experience game day like never before? From finding your seats before kickoff to discovering the best spots for food and merch, stadium maps have got you covered. Join us as we reveal how St. Louis CITY SC uses this cutting-edge technology to create an unforgettable game-day experience.



THE CUSTOMER



St. Louis CITY SC is a professional soccer team based in St. Louis, Missouri. Competing in Major League Soccer (MLS), the club represents the city's vibrant soccer culture and aims to unite the community through the sport. With a commitment to excellence and a passionate fan base, the club is dedicated to creating memorable moments for fans both on and off the field.

THE OPPORTUNITY

When it comes to home turf, they find themselves in the heart of the action at CITYPARK. This state-of-the-art venue, with a seating capacity of nearly 22,500, sets the stage for an unforgettable match-day experience. From vibrant pre-game activations to a wide selection of local food partners, CITYPARK offers a dynamic atmosphere that caters to everyone.

St. Louis CITY SC wanted to create a best-in-class match-day experience that would allow fans to explore all that CITYPARK has to offer. The Experience team recognized that fans would need help navigating the stadium, so they wanted an interactive map that is accessible directly in the St. Louis CITY SC App.

They also partnered with local businesses to offer a variety of food and beverage options, as well as merchandise pop-up stands, block parties, and community activations. As a result, fans can locate and enjoy a truly immersive experience that goes beyond the soccer match itself.

The team also wanted an interactive stadium map that could help their CITYPARK staff familiarize themselves with all facets of the stadium, enabling them to better assist their guests.



THE SOLUTION

St. Louis CITY SC integrated the Mappedin experience into their CITY App, providing a way for fans to find any matchday experience at CITYPARK they have interest in through search, navigation, and organic exploration. The map features the stadium and its surroundings, including more than 25 St. Louis local food partners, the Lou Fusz Plaza for pre-game activations, pop-up merchandise stands, restricted areas, amenities, and more.

Fans having access to CITYPARK at their fingertips, allows them to discover the festival-like experience that St. Louis CITY SC offers every match.



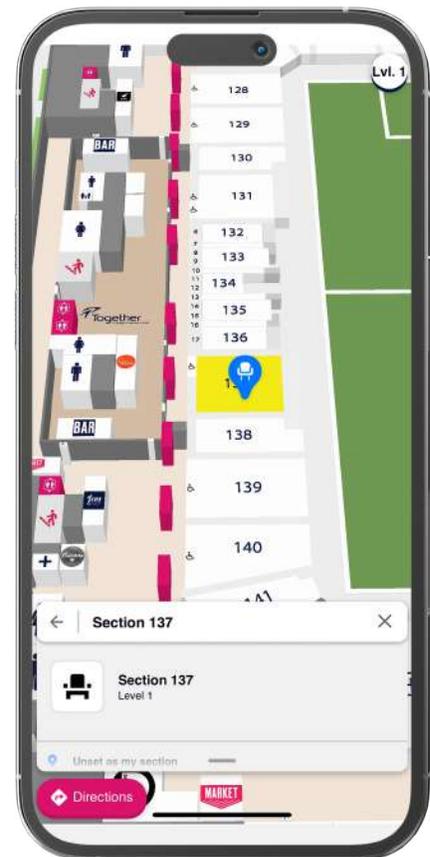
THE SOLUTION

The stadium map offers a dynamic and interactive experience, allowing you to effortlessly navigate and explore CITYPARK. Its 3D interface enables seamless panning, zooming, and rotation, providing a full view of your surroundings.

And when you're in search of specific amenities such as food, team merch, or restrooms, the map's search function is at your fingertips, providing you with instant suggestions as you type. Or, you can easily explore the range of offerings by filtering through categories, ensuring you never miss out on any of the exciting experiences within CITYPARK.

Most importantly, the stadium map makes it easy for you to locate your seat before kickoff. With the [Save My Section](#) feature, you can effortlessly mark your designated section on the map, ensuring that your seat section remains easily accessible regardless of where your game day adventure takes you. Craving a salty snack or a cold drink? The map suggests vendors closest to your seat, so you can refuel without missing out on the action.

The stadium map is also equipped with valuable analytics which enables the club to gain insights into fan behavior and preferences. By understanding what fans are searching for and where their interests lie, St. Louis CITY SC can continually enhance the CITYPARK experience. These insights drive improvements in fan engagement, ensuring that every visit to the stadium becomes even more memorable.



THE RESULTS

Your ticket to a memorable game day starts with an interactive stadium map. Whether you're a huge sports fan or a first-time attendee, the map is your guide to navigating the excitement and discovering all that the stadium has to offer.

"Our fans absolutely LOVE the CITYPARK Interactive Stadium Map! Through a Customer Satisfaction (CSAT) survey that we ran before, during, and after a recent match, we learned that we average an 84% satisfaction rate from our fans. On match-days the CITYPARK Interactive Stadium Map is currently sitting at the second most-used feature in the official St. Louis CITY SC App, and this is a behavior that we continue to see match-over-match."

**AARON BREWER, SENIOR PRODUCT MANAGER, DIGITAL EXPERIENCE
ST. LOUIS CITY SC**

Looking Forward: To learn more about creating a digital experience for sports venues, [contact us today](#) and let's take your game day to the next level.