

tickaroo

Achieve Your Storytelling Goals



112'

Lisa



Goal England

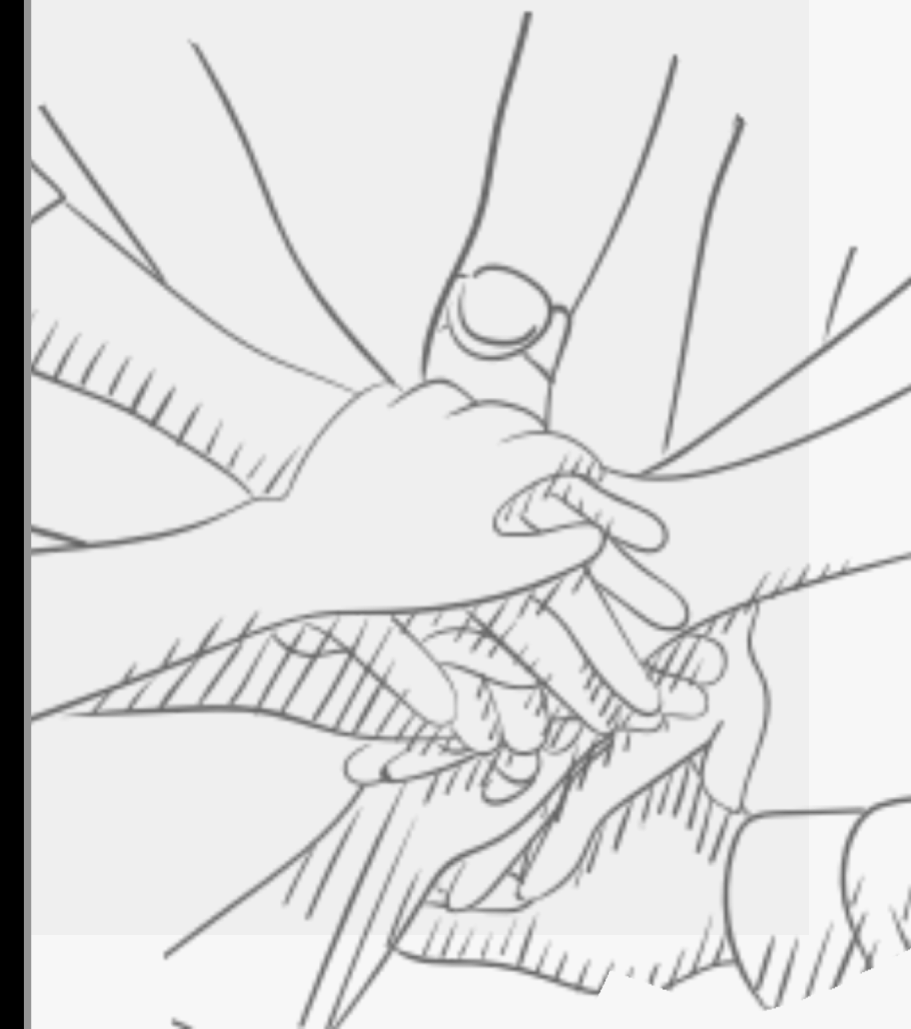
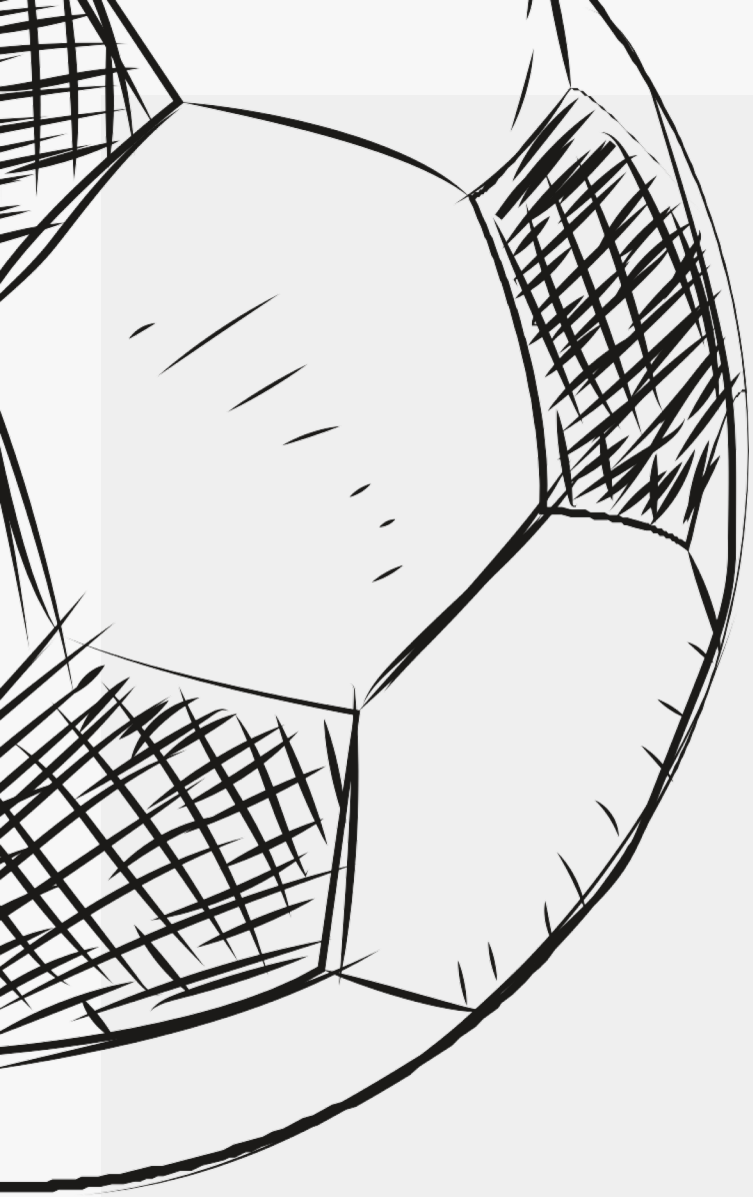


Scorer
Chloe Kelly

After a corner kick from the right, the ball bounces off the belly of Bronze to Kelly, who is blocked from the turn on the first attempt, but then spikes the ball over the line on the second attempt.



Represented in Africa by:



tickaroo Liveblog Software



Real-Time Sports
Coverage



Control Your
Narrative



Social Media
Incorporation



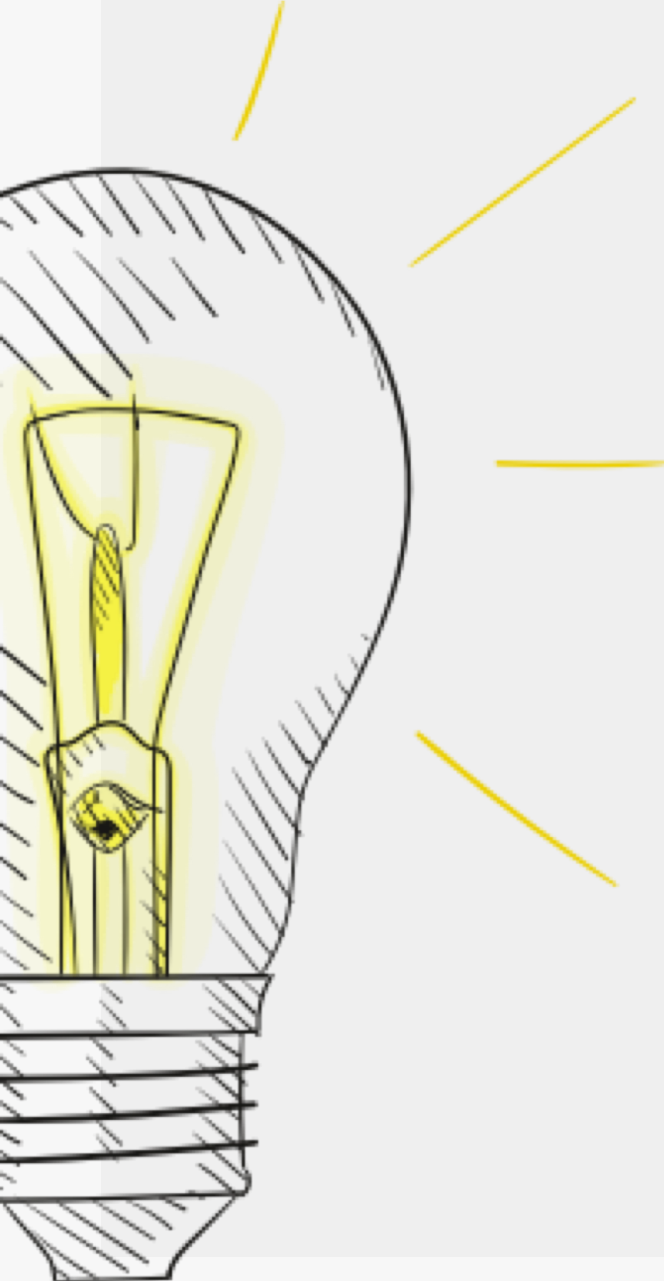
Direct Fan
Interaction



Simple Ad
Integration

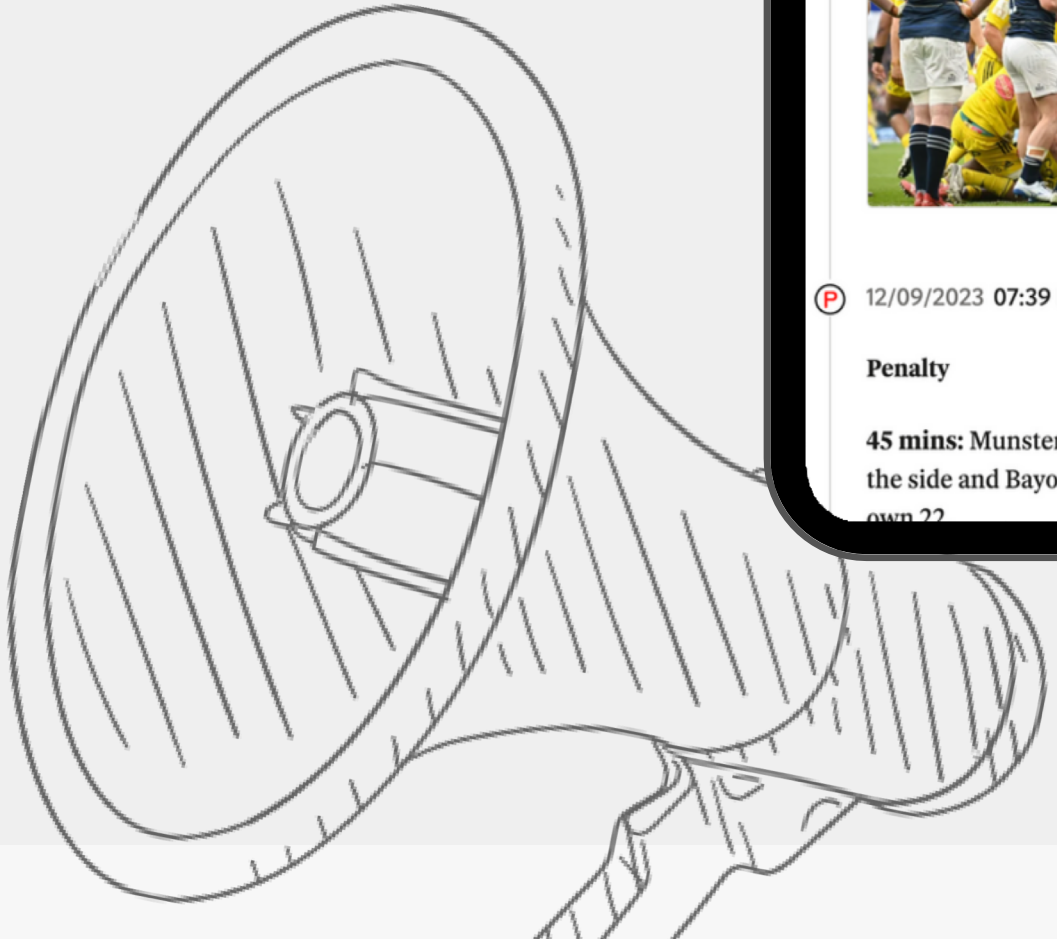
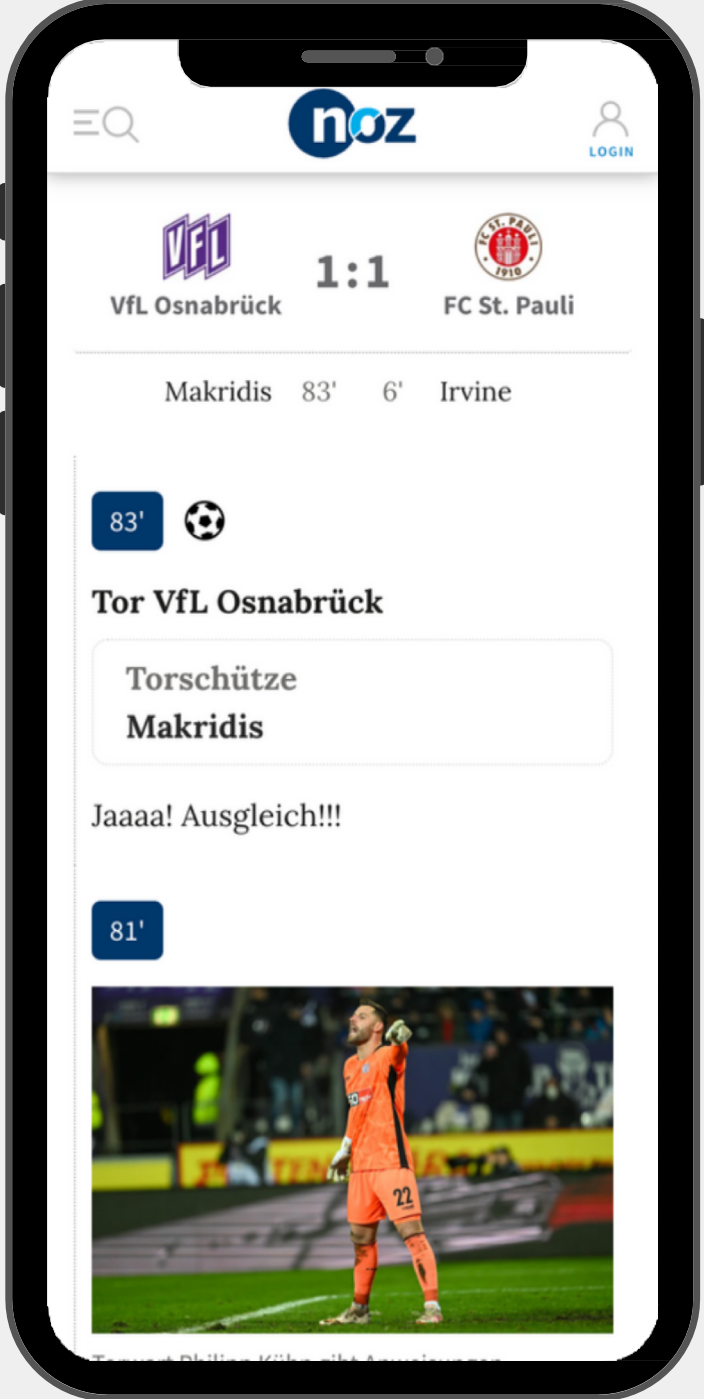
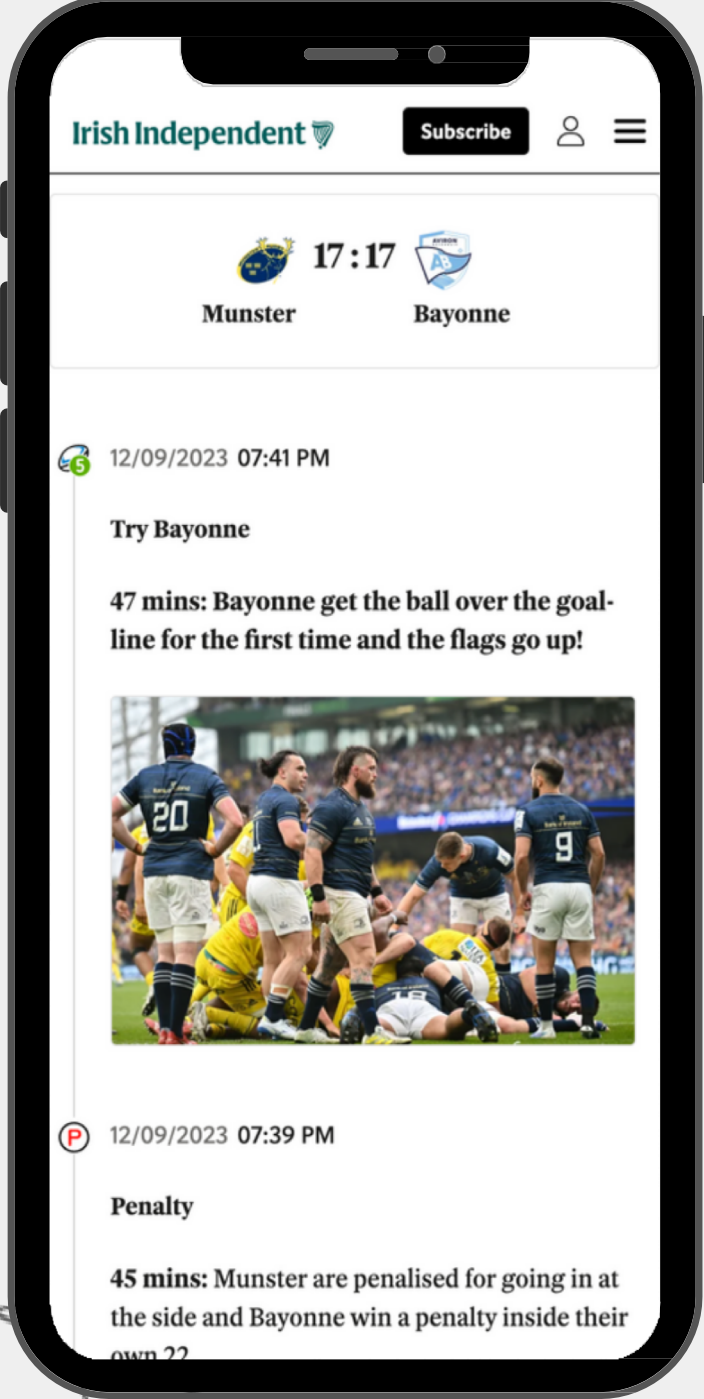
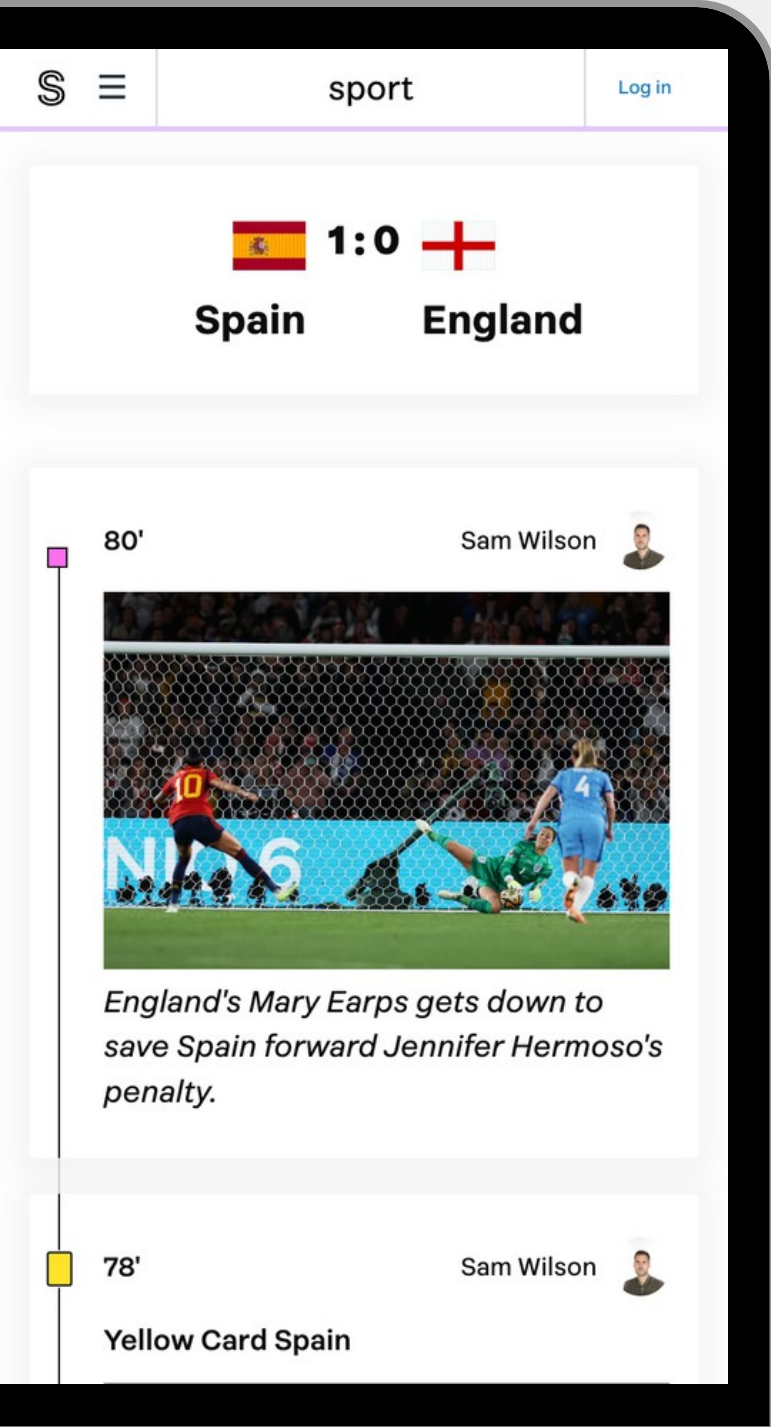


Easy-to-Use
Mobile App



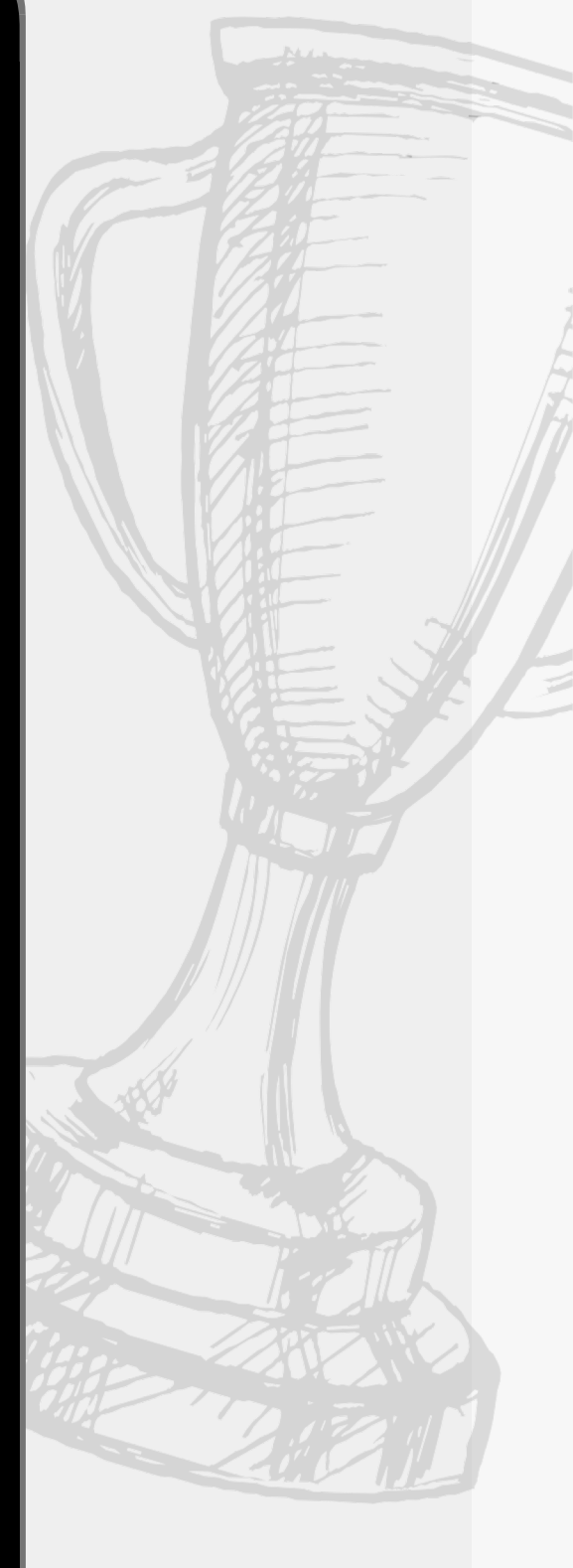
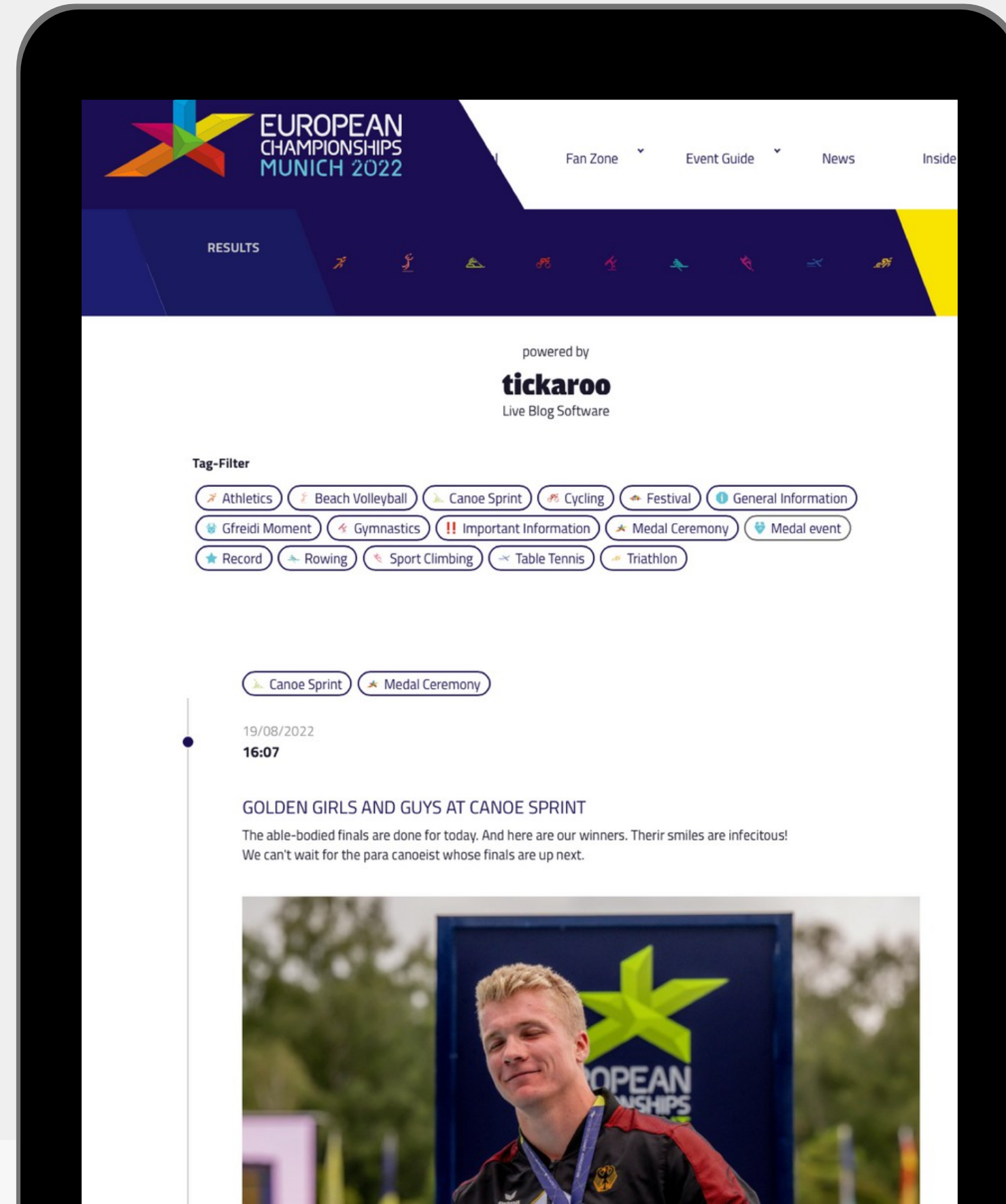
Captivating Sports Coverage

... in real time



Control The Narrative

- ✓ Keep fans up-to-date with scores, standings, penalties, and more.
- ✓ Adjust your liveblog's layout to control its look and feel (no coding necessary).
- ✓ Cover both the action on the field and sidelines by adding images, videos, and more in seconds.



Leverage Social Media

LIVE BLOG

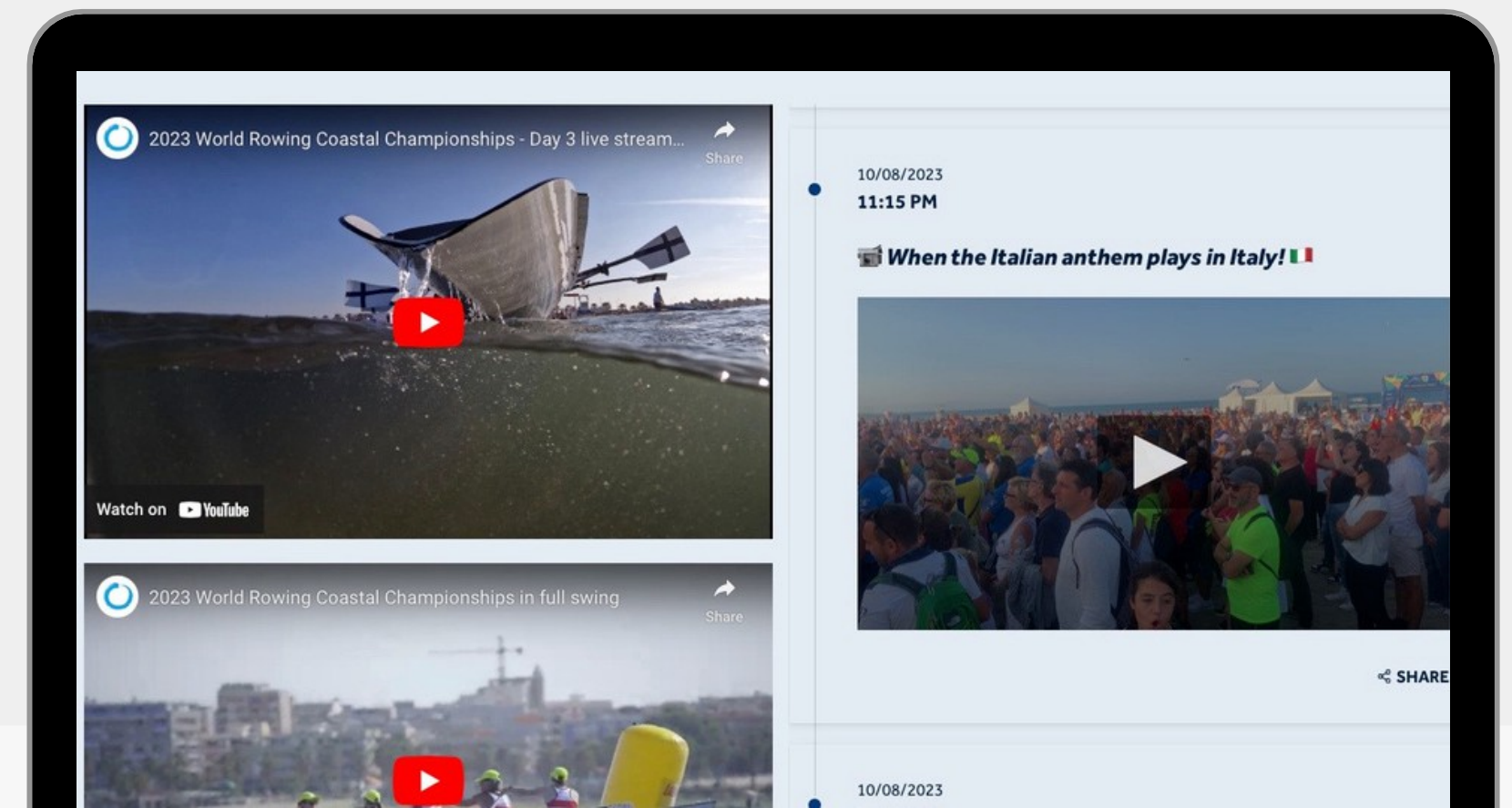
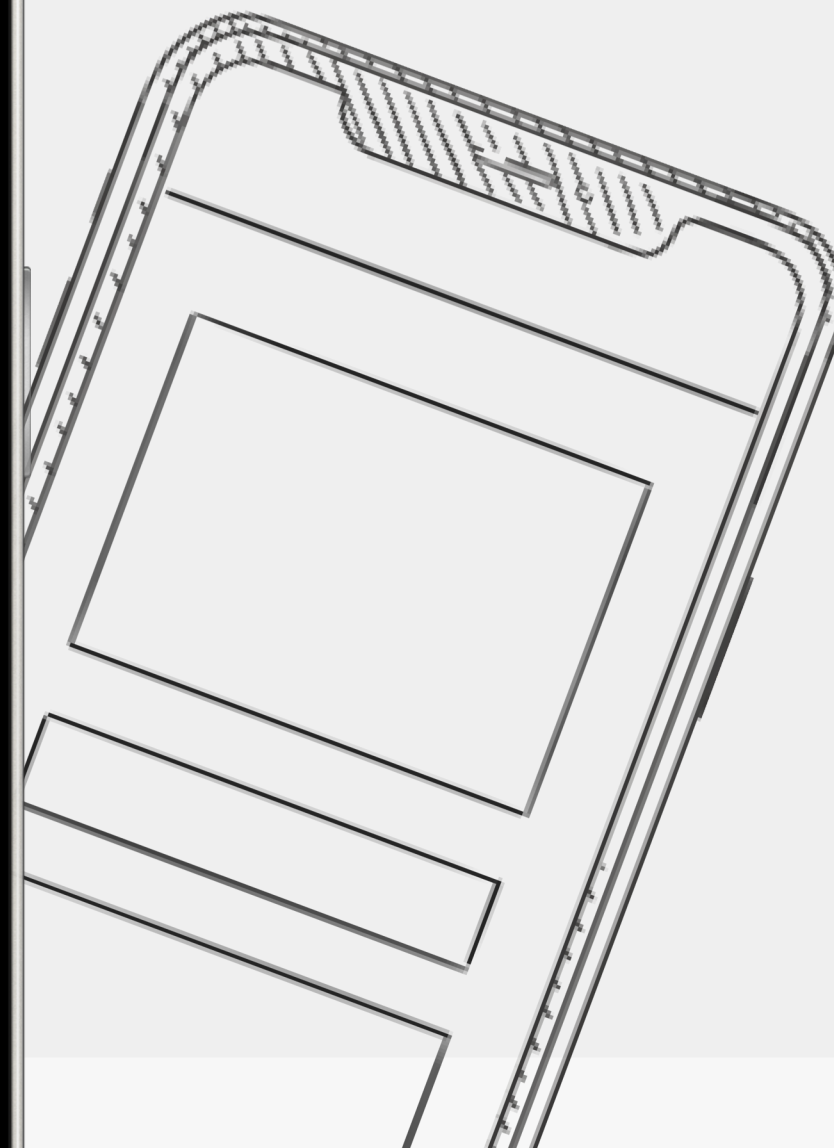
- ✓ Easily integrate social posts into your liveblog coverage.



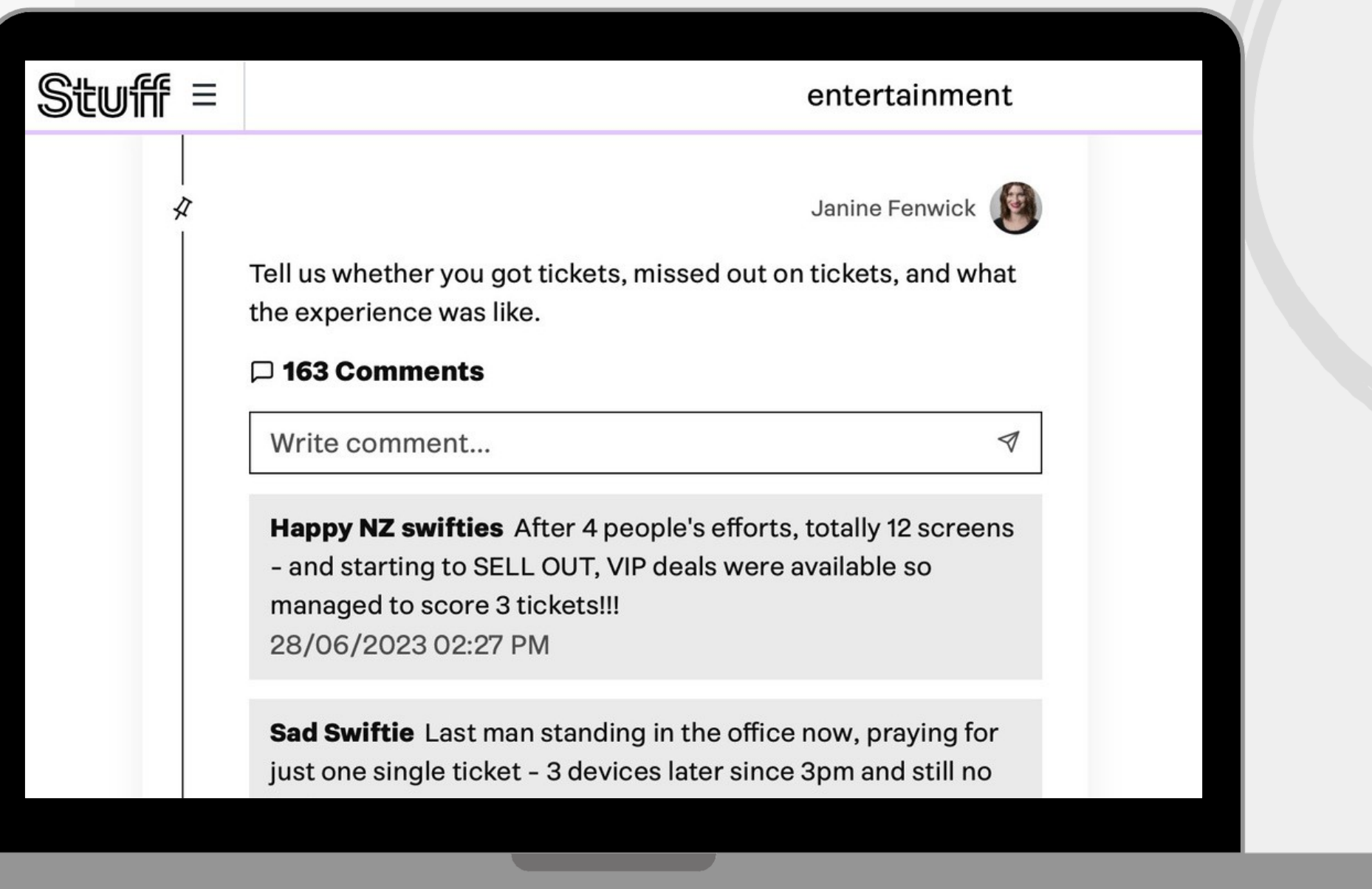
- ✓ Allow readers to share liveblog posts on their social networks for more reach.

- ✓ Use our in-editor social feed to search and find valuable content easily.

- ✓ Shrug off social algorithms and have your content speak for itself on your own website.



Interact with Fans



Interact directly with your fan base with our Live-Commenting Feature.



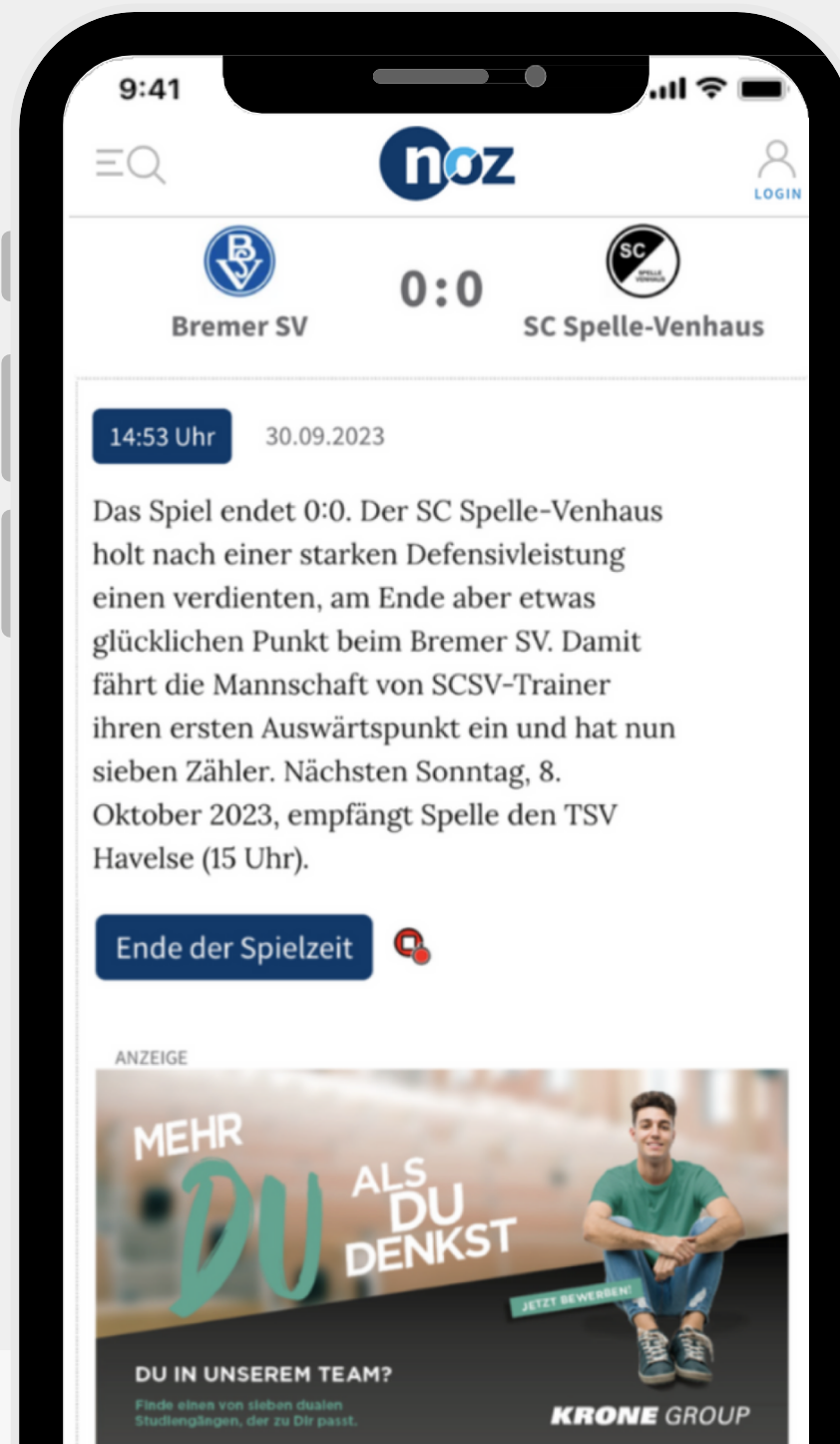
Manage comment visibility within your Live Blog account.



Build a community and learn what your fans really want on your own website.

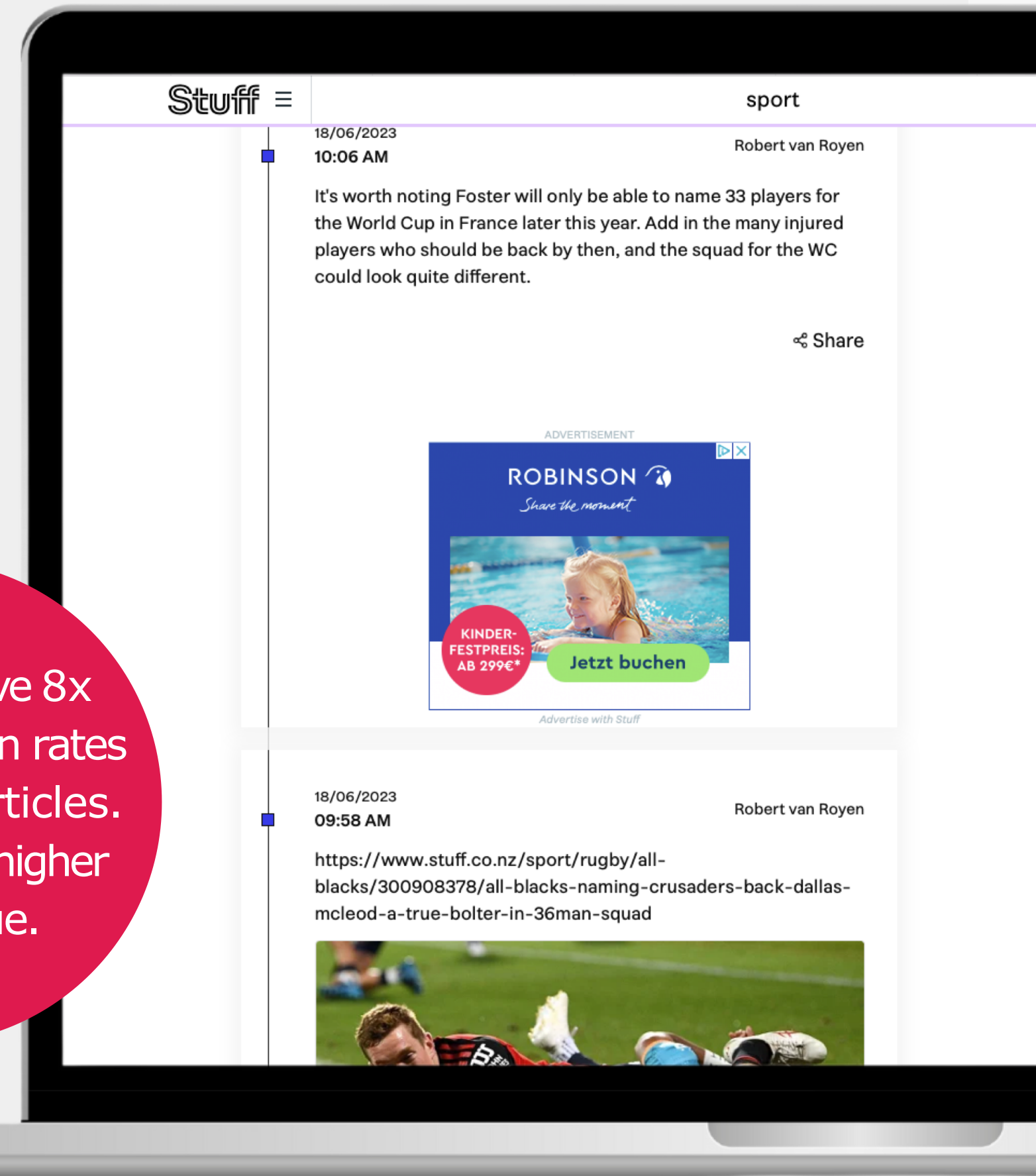
Maximize Advertising

LIVE BLOG



Monetize your liveblog with In-Blog Ad Integration

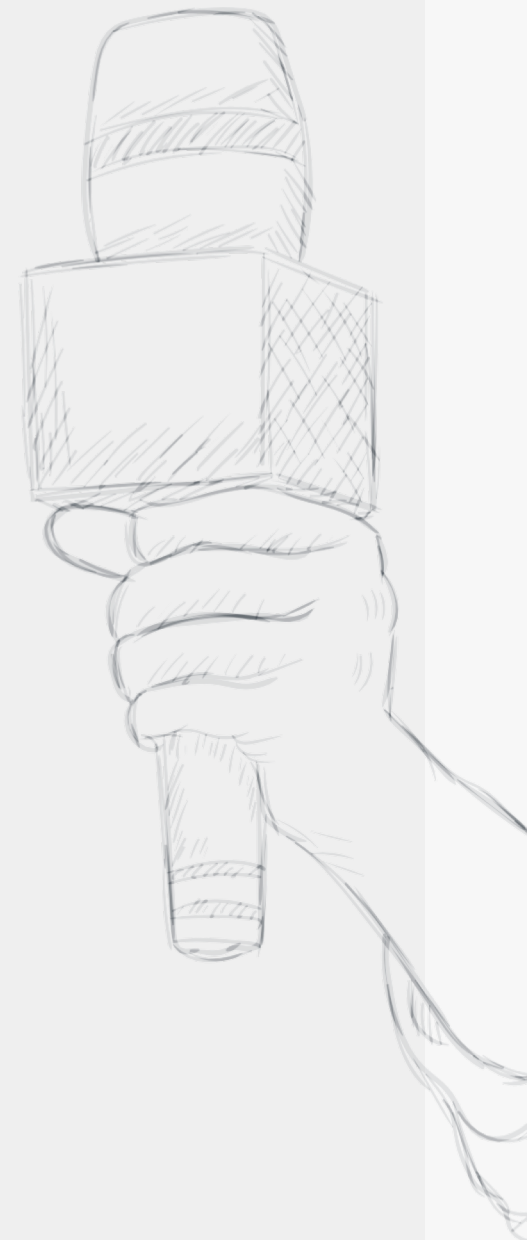
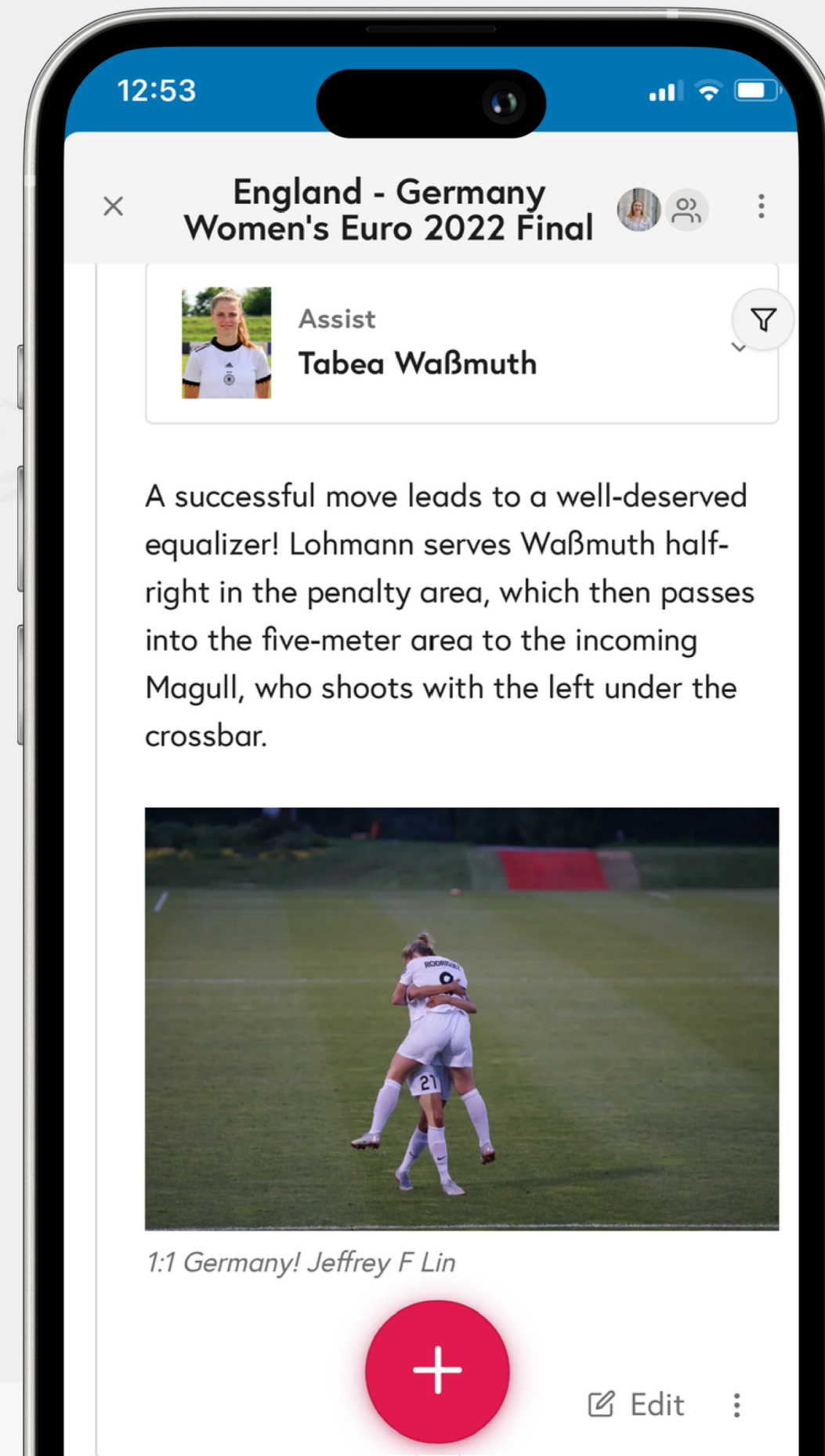
Liveblogs have 8x longer retention rates than regular articles. This leads to higher ad revenue.



Capture The Action

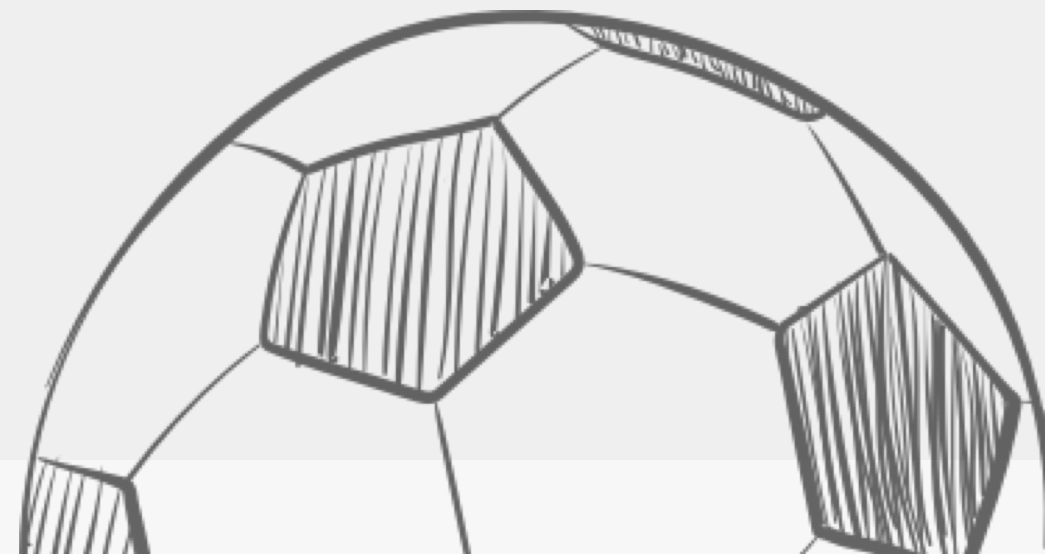
LIVE BLOG

- ✓ Use our Mobile Reporter App to capture pictures and videos on-the-go.
- ✓ Easily interview coaches and players directly from the sidelines for exclusive BTS content.
- ✓ Quickly capture media on the go and from various locations.



With tickaroo ...

- ✓ **Increase Sponsorship Opportunities**
- ✓ **Boost Fan Engagement & Loyalty**
- ✓ **Optimize Real-time Storytelling Workflows**
- ✓ **Funnel Traffic from Social Media Platforms to your Website**
- ✓ **Utilize and Integrate Sports Data**
- ✓ **Captivate Fans with Your Story**
- ✓ **Cover Any Event in Real-Time**



Inspire and engage your fans on your digital platforms.

How Our Clients Use Tickaroo

To Build Community

In their live coverage of the ticket frenzy for Taylor Swift concerts in Australia, Stuff reporters connected with fans in their live-comment section of their liveblog.



500+
Readers Comments



How Our Clients Use Tickaroo

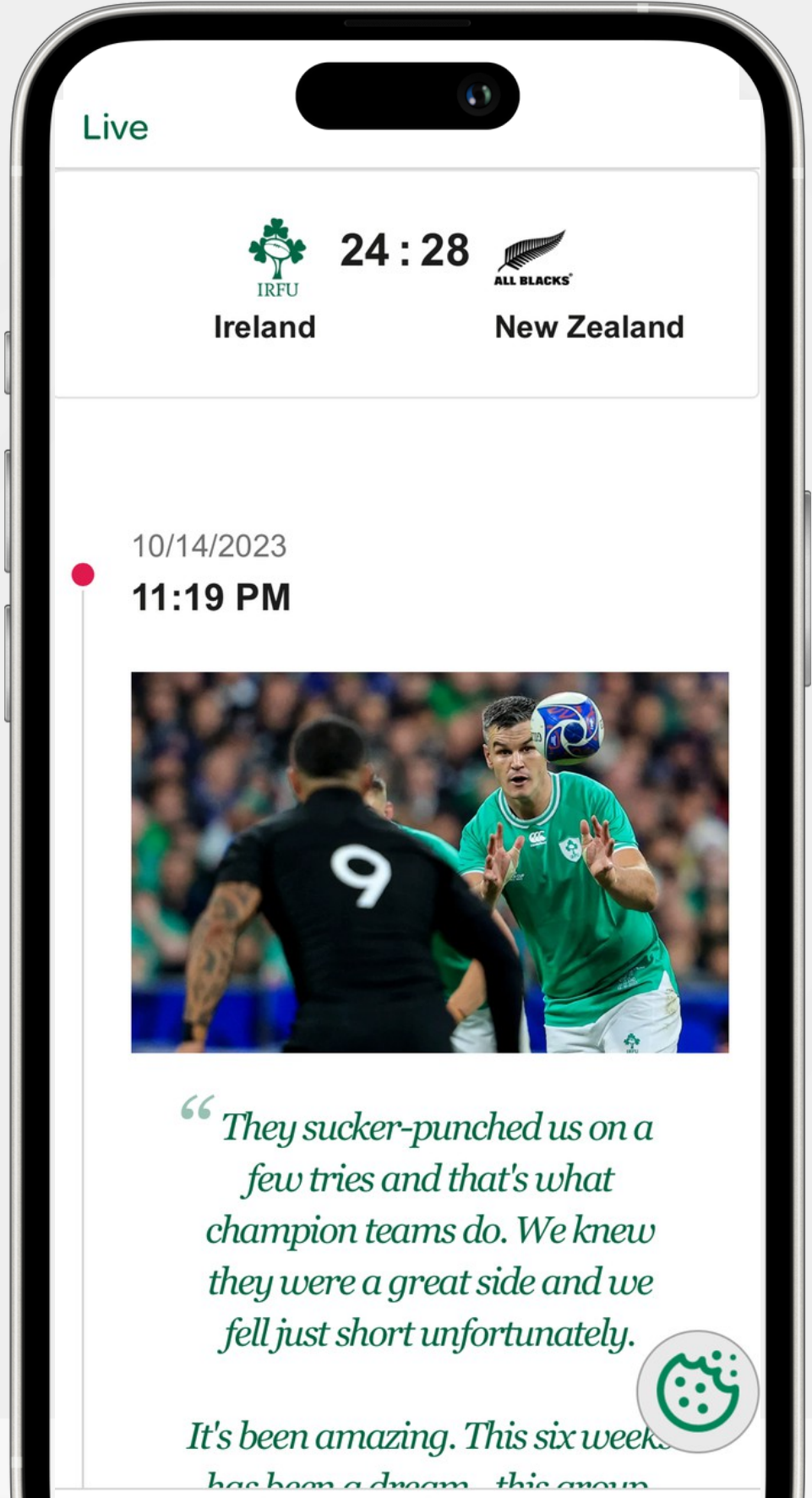
To Inform Fans



During the 2023 Rugby World Cup, publishers and rugby associations updated their fans not only with scores and penalties but also images, quotes, and social media posts.

Average Page views
328,986

8+
Minutes Average Retention Rate

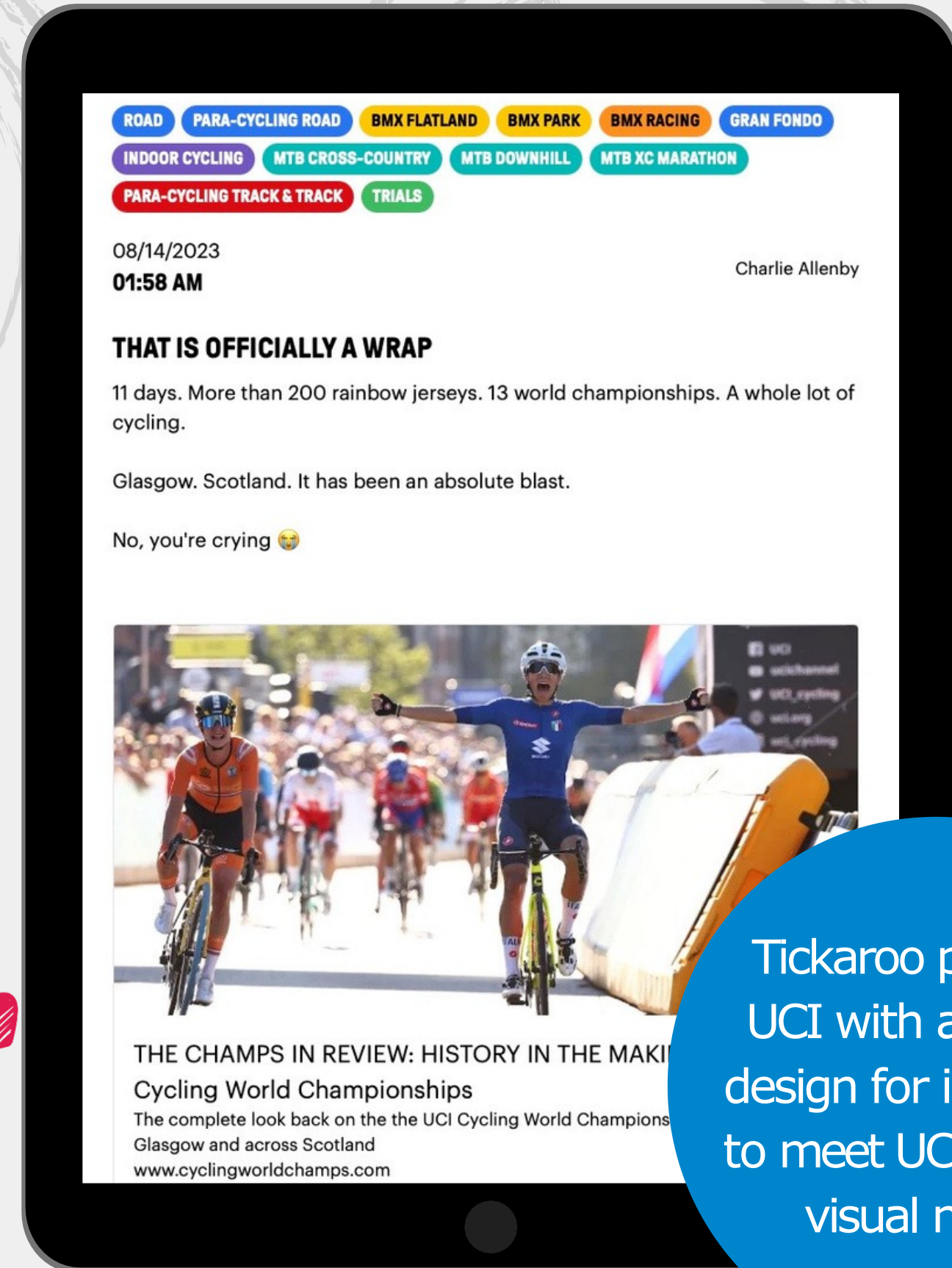


How Our Clients Use Tickaroo To Captivate New Audiences

To expand its presence online, UCI utilized a visually appealing liveblog to expand its reach and increase its traffic for its coverage of the Cycling World Championships in Glasgow.



10+
Events Covered in
one Liveblog



Tickaroo provided UCI with a custom design for its liveblog to meet UCI's special visual needs.

Stuff



Steers

Our **LIVE** BLOG Clients

sotic



[KEEP UP]

Click on logos for more information about how these clients use Tickaroo Live Blog for their sports coverage needs.





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Book your
Live Blog
Demo now!

