

CUE Hits the Road with Riley Green on the Ain't My Last Rodeo Tour

CUE, a leader in mobile fan engagement, is thrilled to announce its partnership with country music sensation Riley Green on his highly anticipated 2024 tour.

NASHVILLE, TENNESSEE, UNITED STATES, March 27, 2024

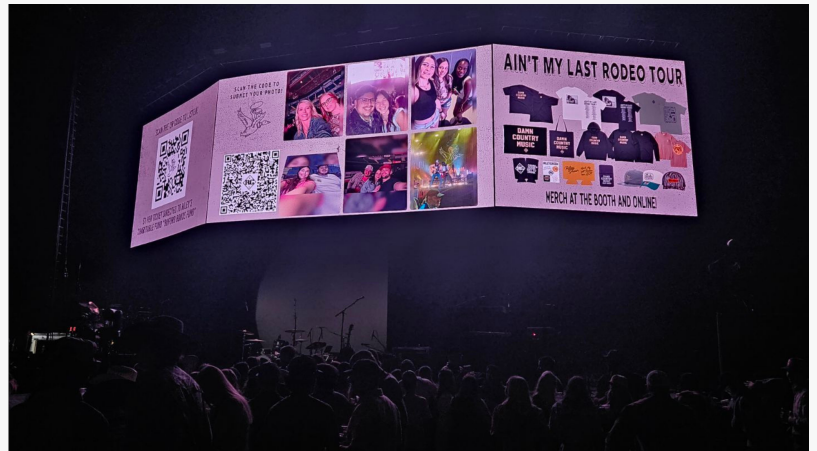
/EINPresswire.com/ -- CUE, an industry leader in live event mobile fan engagement is thrilled to announce its partnership with country music sensation Riley Green on his highly anticipated "Ain't My Last Rodeo Tour." As a company dedicated to engaging audiences across various industries, this marks an exciting venture into the world of live music.

"After years of hard work, securing a spot on a music tour is a dream come true for me personally," said Kyle Campbell, Live Event Sales Manager. "Our products have successfully connected with sports fans for years, and based on this experience we see immense potential in recreating many of the same activations in the music space."

The tour began on Feb. 22 at the Appalachian Wireless Arena in Pikeville, Kentucky. CUE unveiled three fan engagement products - Fansee, PostUp, and Trivia Mania - as fans eagerly awaited the start of the show. During the first two events, fans shared over 1,100 photos with PostUp - a unique photo aggregation tool that fosters a more intimate and exclusive experience within the event. PostUp allows fans to share content directly within the event environment, creating a



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CUE's PostUP platform aggregates user-generated content from various sources that can be moderated and displayed in real time.

closed network that enhances personal connections among attendees. In addition, fans also had the opportunity to share a live video feed from their phone to the video display on stage as well as participate in a Riley Green trivia with a live leaderboard.

After the first month of the tour, these new experiences have shown an overwhelming response from fans, with over 3519 participants. In addition, approximately 65% of these users voluntarily provided their email and phone numbers creating a new way for the tour to expand email lists and improve communication with valued fans. This ability to engage fans before the concert not only underscores the enthusiasm of Riley Green's fanbase but also presents an opportunity to create new sponsorship opportunities for the tour, potentially generating new revenue streams.

"There is a lot of fan engagement technology on the market, but CUE brought the most comprehensive, user-friendly, and compelling platform we have seen. From the opening night of the tour, the buy-in from the audience has exceeded our expectations, opening new opportunities to retarget and super-serve the fans," said Daniel Miller, Fusion Music.

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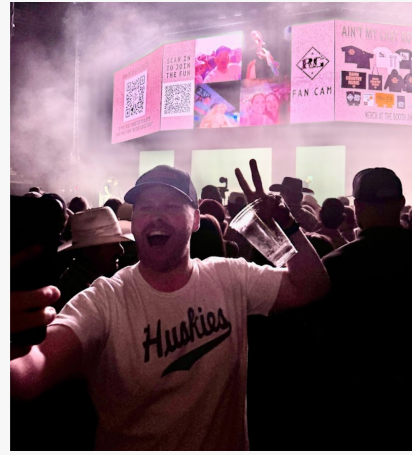
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CUE's FanSee is a web-based platform that uses QR codes to livestream fans to the video board straight from their mobile phones.

This press release can be viewed online at: <https://www.einpresswire.com/article/698974256>

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