



# Optimize Live Experiences with Decision Intelligence

Gain unprecedented visibility and knowledge of audience behavior to proactively deliver differentiated experiences that transform engagement, monetization, and retention.

Audiences want more than just a front-row seat—they want to be part of the experience. The energy of a live game, the thrill of a high-stakes moment, or the anticipation of a big reveal all come to life when fans can engage in real time. But beyond engagement, real-time interactivity fuels retention and revenue. The ability to react, compete, and participate keeps fans invested, while intelligent automation powers smooth, scalable experiences and real-time personalization—ensuring every interaction is meaningfully tailored to each audience member.

PubNub's technology synchronizes live content, enhances audience participation, and personalizes interactions to keep users returning—because fans build deeper connections when experiences feel tailor-made for them and foster a vibrant community. PubNub delivers unmatched speed, reliability, real-time decision intelligence, and LiveOps automation to keep audiences engaged and monetized at scale.

From sports and entertainment to gaming and live events, transform digital experiences into dynamic, real-time moments that audiences don't just watch but actively shape.

## Real-Time Fan Engagement Optimization

With PubNub Illuminate, you can instantly optimize engagement, monetization, and retention by leveraging real-time data to trigger automated, time-critical actions based on live audience behavior, geolocation, sentiment, and server-side events. Here's how:

**Instant Engagement** – Automatically trigger actions based on audience behavior, geolocation, and live event data to maintain interest and drive interaction.

**Metric-Based Insights** – Gain real-time visibility into audience behavior, engagement trends, and quality of service (QoS) to fine-tune the fan experience as it unfolds.

**Event-Based Decisioning** – React to live events and audience shifts in real time with automated, non-invasive responses, allowing you to focus on delivering an unforgettable experience

## Audience Personalization & Targeting

Hyper-personalized experiences are key to keeping fans engaged. With PubNub Illuminate, you can deliver tailored content, promotions, and rewards that resonate with your audience in real time.

**Real-Time Audience Segmentation** – Dynamically segment your audience based on real-time actions, ensuring each fan receives content, rewards, and promotions they truly care about.

**Dynamic Ad & Sponsorship Delivery** – Serve targeted ads or sponsorship opportunities during high-engagement moments, such as halftime, post-game, or during key game-changing events.

**Behavior-Triggered Content & Offers** – Personalize content and offers based on user actions, increasing the likelihood of conversions and sustained engagement.



## Geo-Triggered & Contextual Interactions

Bring personalized engagement to life by leveraging geolocation and contextual triggers to activate real-time interactions with your fans.

**Geo-Triggered Fan Activations** – Engage fans with location-based promotions, event notifications, or exclusive experiences that enhance both on-site and online fan interactions.

**Proximity-Based Offers** – Deliver tailored offers based on a fan's location—whether at a live event, in a specific region, or even watching from home.

**Cross-Platform Experience Synchronization** – Keep fans connected across devices, ensuring seamless interaction on mobile, web, or connected devices.

## Time-Critical Alerts & Audience Re-Engagement

Keep your audience informed and engaged with time-sensitive alerts and re-engagement strategies that can drive participation even when fans are offline.

**Push Notifications for Offline Audiences** – Send real-time score updates, event reminders, and exclusive offers to fans who are offline, ensuring they're always in the loop.

**Instant In-App Alerts** – Deliver breaking news, in-game rewards, and exclusive offers directly within your app, keeping fans engaged even when the action is fast-paced.

**Automated Re-Engagement & Retargeting** – Reach inactive users with personalized, real-time campaigns that reignite their interest based on their past behaviors and preferences.

## Automated Media & Revenue Optimization

Maximize your revenue potential by automating media workflows, monetization strategies, and ad delivery in real time. PubNub Illuminate supports dynamic content workflows that automatically adapt to live events, ensuring you never miss an opportunity to engage your audience or drive revenue.

**Dynamic Workflows & Media Automation** – Automatically optimize media insertions, ad workflows, and syndication updates based on real-time triggers to ensure content is always relevant.

**Monetization Experiments & A/B Testing** – Test monetization strategies in real time by running A/B tests on promotions, pricing, and ad placements to discover what works best for your audience.

**Predictive Promotions & Retargeting** – Use real-time data to send targeted offers, re-engage high-value users, and boost retention rates.





## See the Impact: Success Metrics That Matter



Clubhouse reduces the time to market for new real-time features by at least 10% because it relies on PubNub's infrastructure.



Moment by Patreon relies on PubNub to deliver seamless interactive experiences for millions of dedicated fans, connecting them with top artists like Eric Clapton, Weezer, Justin Bieber, and the Good For You podcast with Whitney Cummings, among many others.



vFairs grew usage and their user base by 40x after adding chat functionality for their audience.



DAZN powers chat and Watch Party experiences for 10 million users with sub-30ms latency.



Veeps reliably delivers billions of real-time chat messages during live concerts and seamlessly auto-scales when event attendance is higher than expected.



Stage TEN calls on PubNub's chat infrastructure to support the digital commerce platform's most popular real-time interactive features, which millions of fans of artists and brands like Cardi B, Justin Bieber, MTV, and YouTube Originals utilize.



For artists like Jimmy Buffet, Rick Springfield, and Korn, Stageit grew its chat capacity from 400 to unlimited concurrent users, achieving sub-30ms latency and 99.999% uptime reliability.

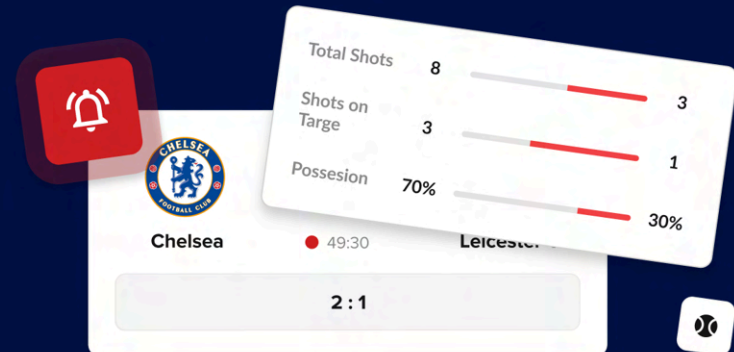


## Why PubNub?



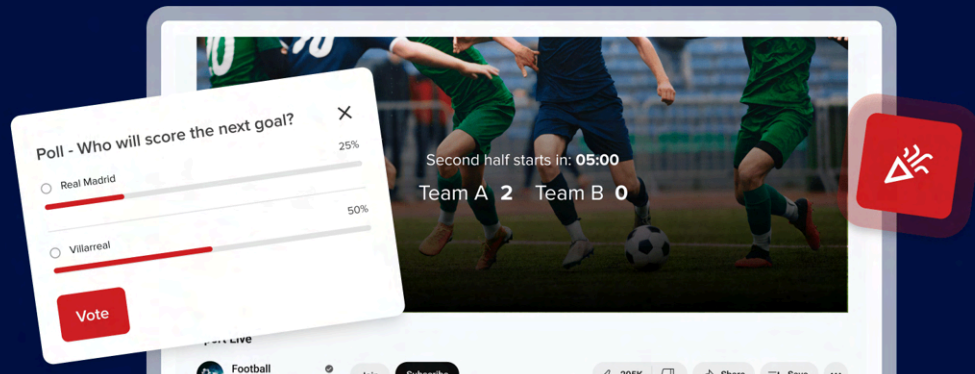
### Unmatched Scale & Reliability

Powering live sports, concerts, and global events with 800M+ devices, 3T+ API transactions/month, and 99.999% uptime. Keep fans connected even during peak traffic surges.



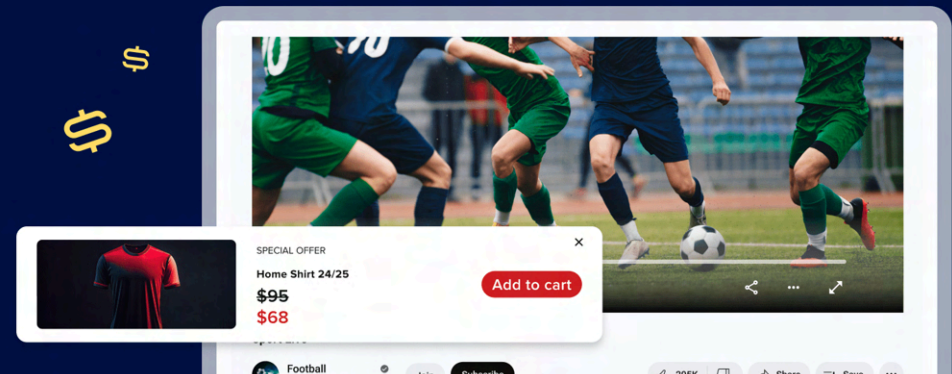
### Smart Data Broadcast & Alerts

Instantly deliver live sports scores, betting odds, game stats, and fan sentiment meters—ensuring audiences never miss a moment.



### Instantly Optimize Engagement, Monetization & Retention

Automatically trigger time-critical actions based on live audience behavior, geolocation, aggregated sentiment, server-side events, and more.



### Built for Monetization

Drive revenue with real-time promotions, dynamic ad insertions, live commerce, microtransactions, and betting integration.

## Maximize Your Fan Engagement Today with PubNub Illuminate

Ready to unlock the power of real-time engagement and decision intelligence? PubNub Illuminate offers a unique way to create the next generation of experiences that drive fan interaction, increase monetization, and optimize retention—scaling effortlessly to meet the demands of global audiences.



Visit us at [www.pubnub.com](https://www.pubnub.com)