



2023 US Open Recap

November 2023 | Presented by IAT

EXECUTIVE SUMMARY

2023 US OPEN – ACTIVATION OVERVIEW



US Open was EPIC #WITHAMEX

Amex gets you **special access**

Early Access, Break The Love

Amex gets you **an elevated experience**

Fan Experience, CM Lounge, Centurion Lounge, B2B Hospitality

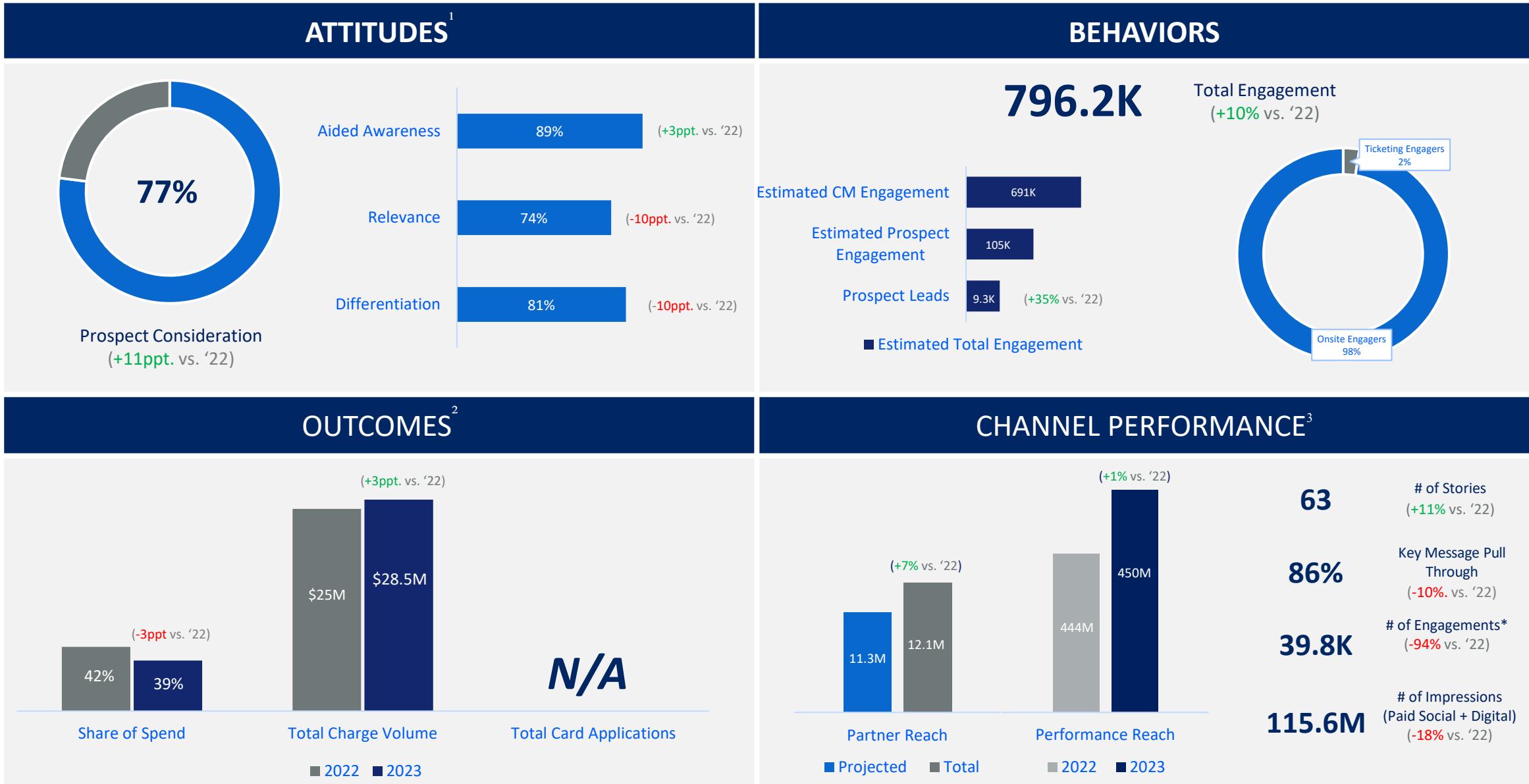
Amex gives you **more value**

Amex Radio, Amex Shop, Spend Offer, Bag Check

Amex connects you **to the action**

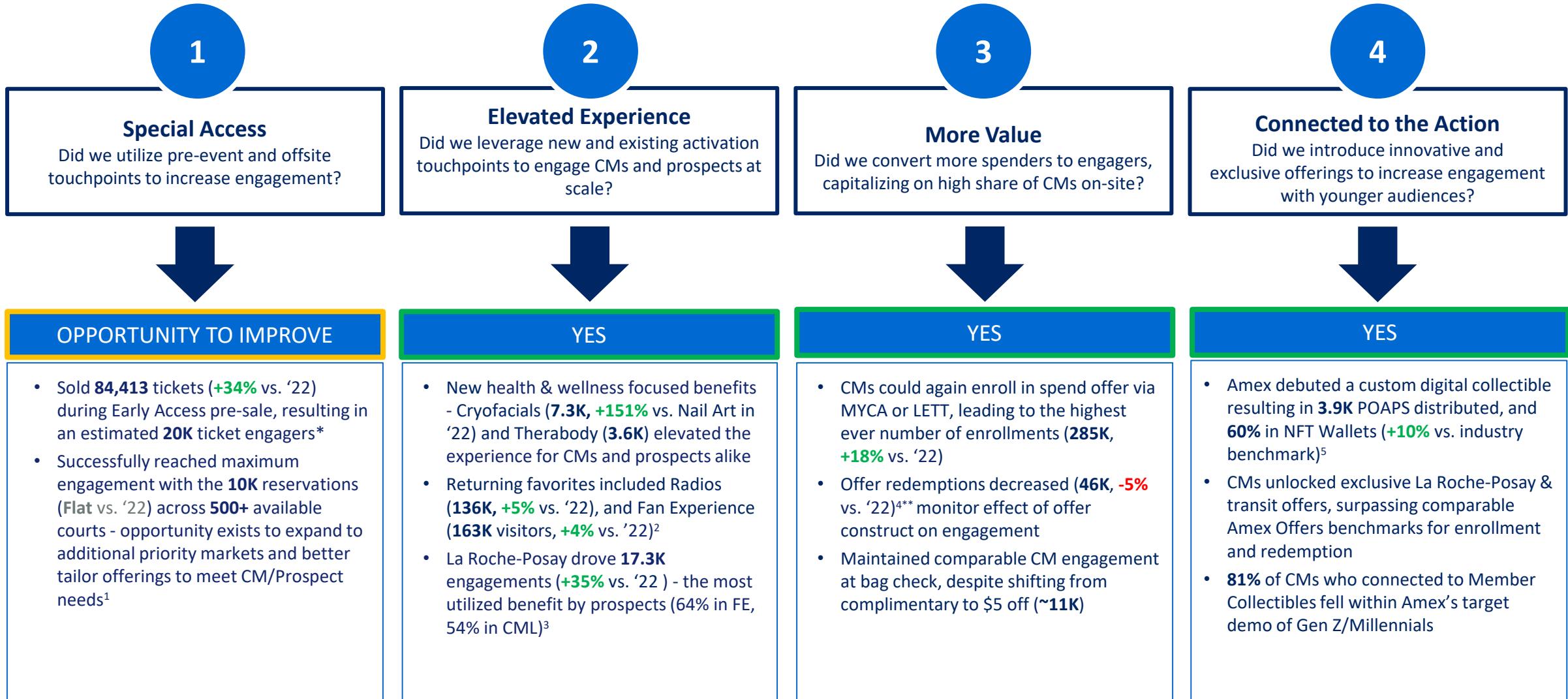
Broadcast Features, US Open Radio, Tennis Clash, POAPs

2023 US OPEN – KPI DASHBOARD



2023 US OPEN – KEY INSIGHTS

Delivered against Enterprise objectives by providing CMs and Prospects with unrivaled access, experiences, and value.



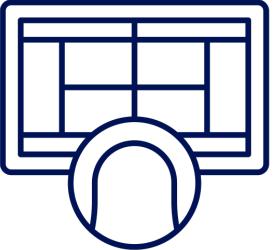
Sources: 1. Break The Love Final Reporting 2. Momentum Final Reporting 3. RTI Survey 4. LETT+ Digital Products Final Report 5. Amex Digital Collectibles Report

*Tickets per engager proxy shifted from 6.61 tickets per engager in 2022, to 4.2 tickets per engager in 2023

BUSINESS PERFORMANCE

2023 US OPEN – CONSIDERATIONS

Key considerations impacted activation results and helped drive successful business outcomes.



Attendance

- First week main draw attendance saw a record **502K** fans, while Day 3 of the tournament (August 30th) surpassed **73K**, an all-time single-day record
- Full three-week attendance surpassed **957K** (+8% vs. '22), with main-draw (**799K**) and Fan Week attendance (**150K+**) also setting US Open records



Main Draw Storylines

- The men's draw was fueled by top American stars (**Tommy Paul, Taylor Fritz & Frances Tiafoe**), as well as rising phenom, **Ben Shelton**
- Tennis icon **Novak Djokovic** (Men's Champion) and American star **Coco Gauff** (Women's Champion) drove championship session attendance records, with **28.8K** and **28.1K** fans attending each, respectively



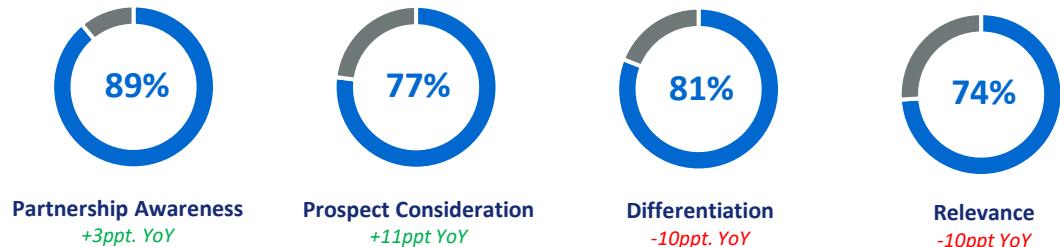
Partnership Extension

- 2023 marked the first year of a new, **7-year extension** with the USTA
- Primary objectives of the renewal were identifying efficiencies and optimizations to provide greater value for CMs
 - **Fan Experience:** Re-purposed the exact design, layout & footprint of the space for efficiencies
 - **Guest Information:** Eliminated Guest Info due to shift in strategy
 - **M&I Fund:** converted \$263K of the fund to an always-on, CM benefits page

ATTITUDES – SURVEY INSIGHTS

Amex surveyed Prospects to capture brand health and benefit awareness/usage via onsite Lead Capture.

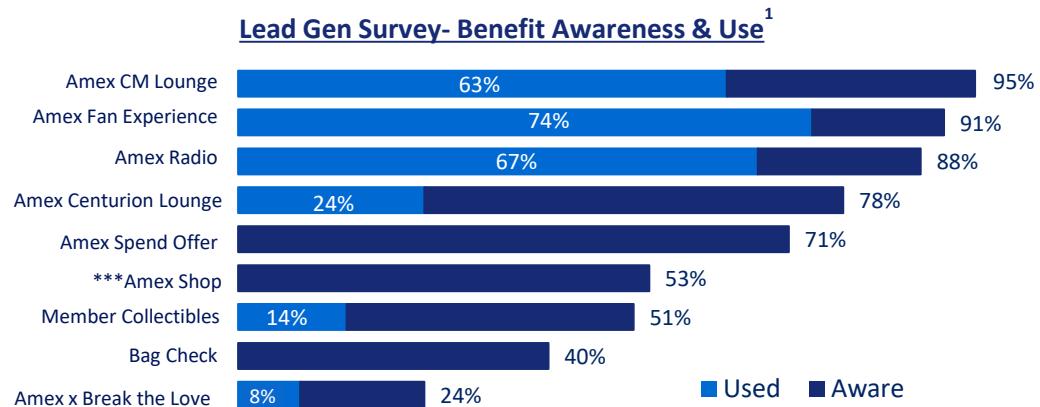
BRAND HEALTH



KEY INSIGHTS¹

- Amex was most associated brand at 42% (-11ppt YoY), Polo Ralph Lauren was second at 24% (N/A), Rolex was third at 12% (-3ppt YoY), Chase was fourth at 8% (-12ppt YoY)
- At 77% (+11ppt vs. '22), prospect consideration is the highest driver amongst lead gen surveys across the portfolio in 2023 (tied with BST)
- 41% of respondents were Gen Z or Millennial (Gen X respondents -19ppt YoY) and 63% were female
- Consideration was +6ppt. higher amongst Gen X / Boomers at 83% and -6ppt. lower amongst Gen Z / Millennials (71%) when comparing to the 77% baseline consideration

BENEFIT ANALYSIS



KEY INSIGHTS¹

- Awareness of the CML was the highest of all benefits at 95%; relevance increased +12ppt. (67% to 79%) from non-users to users of the benefit
- Prospects awareness of the Fan Experience (95%, Flat YoY) remained strong while utilization of the space (63%, -17ppt YoY) decreased
- 51% of prospects were aware of Member Collectibles benefit despite limited marketing, while 14% of respondents engaged with POAPs (89% collected onsite by CMs)
- Benefit awareness was significantly driven by US Open Channels such as signage onsite, WOM, etc. (31%) vs. Amex Channels (11%)

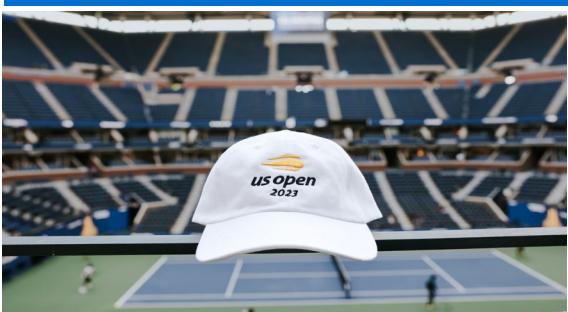
Implications

- Strategic reuse of FE elements from '22 allowed us to achieve budget efficiencies, continue to monitor impacts on brand health metrics, specifically differentiation and relevance
- Awareness of POAP pilot was significant among prospects, ensure digital-led benefits allow for prospect sampling of offer benefits to increase differentiation
- Benefit awareness is largely driven organically and via US Open website/app; work with USTA to implement Verify and further amplify Amex benefit awareness

BEHAVIORS – ONSITE ENGAGEMENT

Amex delivered a comprehensive onsite activation, adding new touch points for fans, all while achieving budget efficiencies across the plan.

Early Access Ticketing



- Estimated ticket engagers: **20,098** (9,552 in '22)*
- American Express sold **84,413** tickets (**+34%** vs. '22) during the five-day early access window with a **79% STR (+20ppt** vs. '22)¹
- EA was one additional day (5 vs 4 in '22), but we don't believe it exclusively contributed to YoY increases

Fan Experience



- 163K+** fans visited FE (**+4%** vs. '22), generating **44.5K** engagements (**-33%** vs. '22)²
- In '22, the Info Desk focused on offer enrollment but was used for general guest info in '23 (**-11K** vs. '22). Prioritizing enterprise initiatives (POAPs) vs. Trick Shot resulted in (**-12K** vs. '22)
- Highest engagement for CMs & prospects were Mural (**12.3K, +10%** vs. Connect4 in '22), Glow Tennis (**11.6K, -1%** vs. '22), Cryofacials (**7.3K, +151%** vs. Nail Art in '22), and POAPs (**3.9K**)³

Card Member Lounge



- 45K** fans visited the CML (**-4%** vs. '22), accounting for nearly half of all prospect leads (**4.4K, +22%** vs. '22)²
- CML health & wellness offerings, specifically La Roche-Posay (**17.3K, +35%** vs. '22) and Therabody (**3.6K**) were strong drivers of engagement
- Diminishing interest in Jason Markk (**3.3K, -21%** vs '22), may warrant revisiting this benefit for future inclusion

Across The Grounds



- 24K** CMs (**+47%** vs. '22) entered the shop, generating ~**15.7K** transactions (**+39%** vs. '22) and ~\$**289K** in CV (**+52%** vs. '22)** at a **66%** conversion rate (**-4ppt** vs. '22)²
 - 15% of items sold were SBs (vs. 22% in '22)
 - \$**58.6K** in merchandise CV
- Distributed **136K** radios (**+5%** vs. '22),
- Despite shift in bag check offer (comped vs. \$5 off), engagement remained consistent (**10.9K bags, -2%** vs. '22)

Implications

- Decrease in total engagement within FE driven partially by shift in strategy and offerings aimed at generating deeper engagement rather than sheer quantity
- Strong CM and prospect appetite for health & wellness benefits suggest opportunity to expand upon similar offerings in both FE and CML.
- Addition of exclusive merchandise within Amex Shop was a huge win; work with USTA to introduce unique merch and F&B offerings to meet CM needs

BEHAVIORS – OFFSITE ENGAGEMENT

In second iteration of BTL partnership, Amex again delivered court access in NYC. Tennis Clash saw decreases across all reach metrics.

Break The Love

- CMs and prospects booked all **10K** reservations (Flat vs. '22) across the **500+** available courts in the NYC area
- Partnership generated over **168K** page views (**+252%** vs. '22) with CMs making up **33%** of bookings and prospects making up **67%¹**
 - 72%** of users booked clinics/classes
 - 34%** of users expressed interest in more Paddle bookings with the Amex CM experience

Tennis Clash

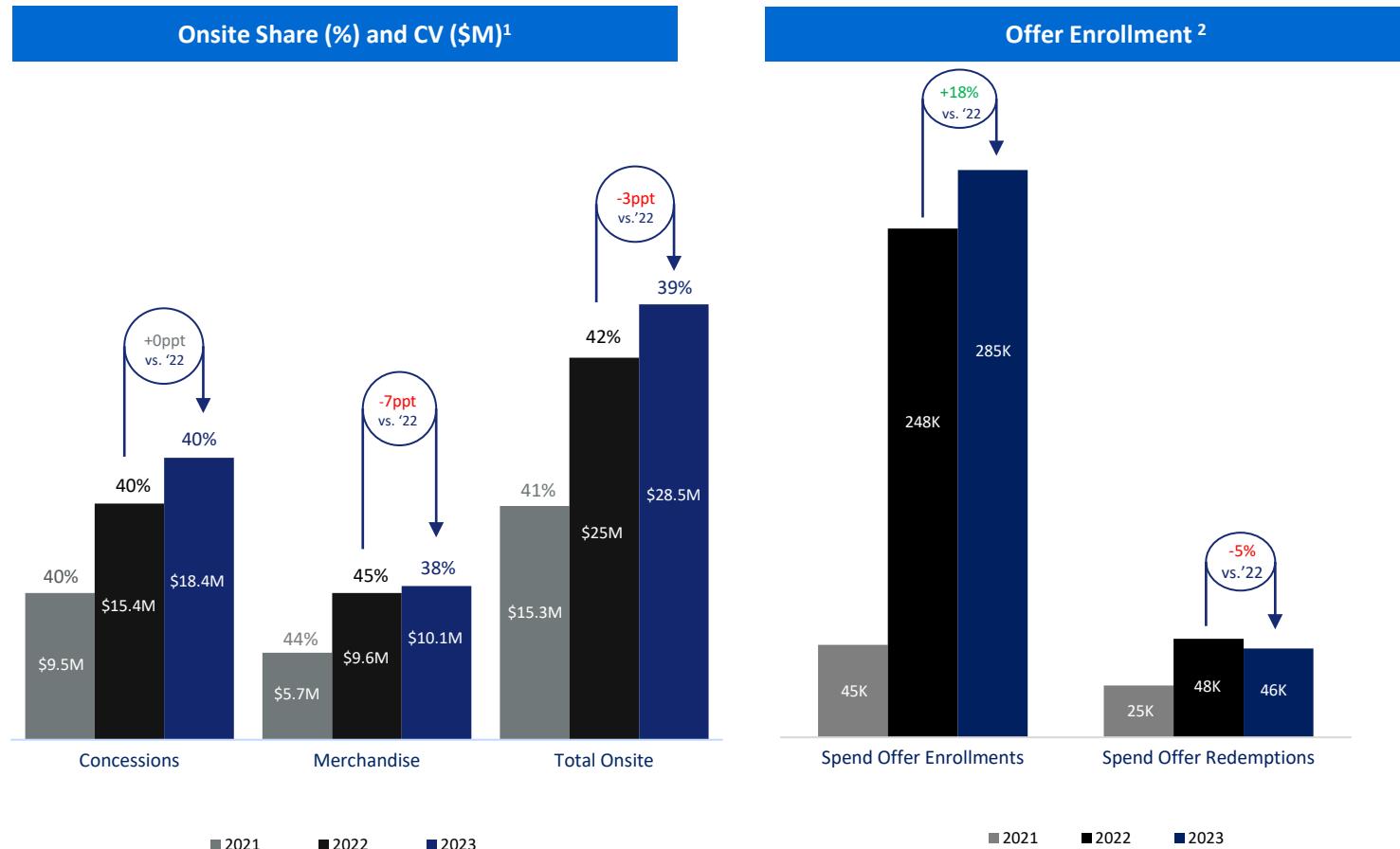
- While total players (**3.7M** users, **-44%** vs. '22) and number of sessions (**44M**, **-55%** vs. '22) were down, engagement with Amex branded items did considerably better than '22
- A broader trend among TC, their overall number of active users has dropped slightly due to user acquisition, unrelated to US Open
- Amex 2023 was the **most used special string** throughout the entire partnership²
 - Amex 2023 Cord was used by **275K** unique users (**+252%** vs. '22) and ~**1M** times (**+100%** vs. '22)

Implications

- Alignment on key objectives for future of BTL or other offsite activation could unlock greater innovation and ability to scale offerings to CMs and prospects
- In year 2 of Tennis Clash, still unable to convert reach to CM engagement; suggest shifting M&I funds to Verify integration within US Open app

OUTCOMES – COMMERCE OVERVIEW

Amex maintained a strong presence despite revised spend offer construct; total onsite share decreased slightly YoY



- **Amex Charge Volume:** Increases in concession (\$18.4M, +19% vs. '22) and merchandise spend (\$10.1M, +4% vs. '22) were driven by record attendance and growth of Fan Week
- **Onsite Share:** Total onsite (-3ppt vs. '22) and merch share decreased (38%, -7ppt vs. '22) while concessions share (40%, Flat vs. '22) remained flat
- **Spend Offers:** Pre-enrollment, coupled with optimized messaging, generated highest ever number of enrollments (285K, +18% vs. '22)²
 - There was a decrease in offer redemptions (46K, -5% vs. '22)
- **Early Access Ticketing:** EA Presale saw increases in tickets sold (84K, +34% vs. '22) and charge volume (\$10.9M, +33% vs. '22)
- **Total (Amex) Ticketing:** Overall ticketing share (43%, Flat vs. '22) remained flat, while overall ticketing CV increased (\$37M, +11% vs. '22)

Implications

- '23 figures may indicate we've reached share ceiling; reflected in slight decrease in total onsite share, despite increase in total CV
- Offer enrollments reached all-time high, while offer redemptions remained consistent – a budget efficiency win without sacrificing engagement
- Significant increase in overall ticketing CV w/flat overall share aligns with USTA's guidance – greater interest in hospitality/preferred options (higher price points)

CHANNEL PERFORMANCE

2023 US OPEN – PR

Created a media event and provided a premium hosting experience that secured impactful coverage across sports, consumer, and local outlets.

63

of Stories
(+11% vs. '22)

86%

Key Message Pull Through
(-3% vs. '22)

74

Media Hosted
(+25% vs. '22)

100%

Amex Attribution
(Flat vs. '22)

- Total Stories / PR Coverage** – **63 total earned media stories** across top-tier sports/trade, consumer/lifestyle, and local NY outlets (online, broadcast & print) that showcased key messaging around Amex's US Open experiences on-site and off-site.
- Media Hosting** – **74 media hosted** (+25% vs. '22) across on and off-site experiences, showing them first-hand why tennis is better #withAmex. 34% of media coverage was also generated as a result of media hosting.
- Earned Social Media Coverage** – **129 earned social media posts** generated from hosting press at the Open and BTL, generating over **19M+** earned social media impressions.



ADWEEK

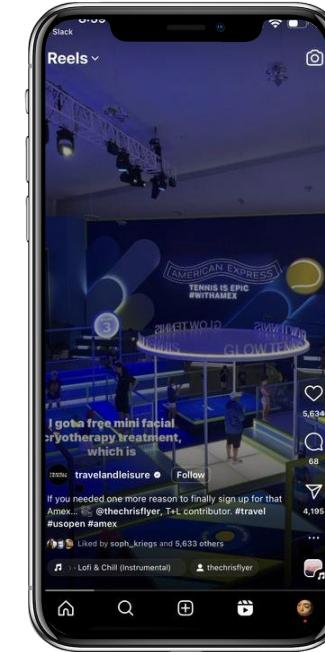
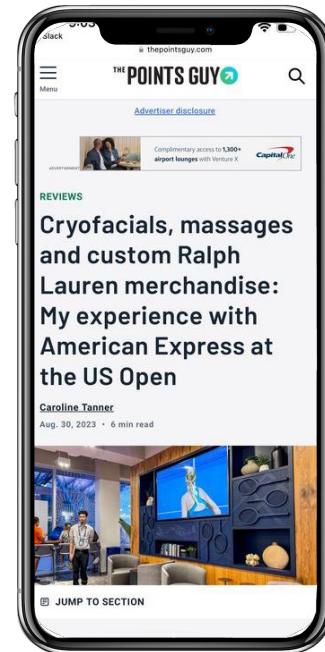
CNN

thrillist

GoodDay
New York

CNBC

People



Implications

- Creating a made-for-media moment helped to generate excitement and preempt the cluttered US Open newscycle
- Offering an elevated, premium, and 'shareworthy' experience for press opened up a wide range of visual storytelling opportunities
- Amex's standing as a long-time sponsor with a pervasive presence authentically breaks through in organic cultural conversation (i.e., Amex Radios)

2023 US OPEN – ORGANIC SOCIAL

Leveraged Amex social channels (i.e., IG, TikTok, Threads, LinkedIn) to reach CMs on-site and at home.

2.6 M

Impressions

211K

Social Views
(-14% vs. '22)

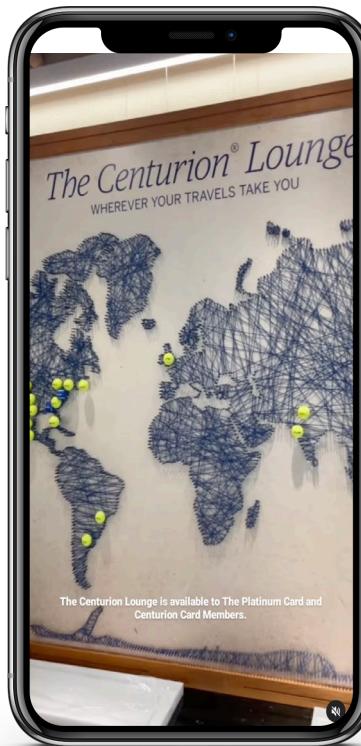
20K

Engagements
(+14% vs. '22)

2.05 avg. ER

Engagement Rate
(+19% vs. '22)

- **Insight #1** – Centurion Lounge content continues to be of great interest to the audience. The IG reel touring the lounge received a high engagement rate of **7.22%** (compared to benchmark of 2.98%).
- **Insight #2** – The interview with Andy Murray received **24K** views (**top 3 most-viewed post** in Amex's account history) on TikTok, highlighting the importance of working with tennis talent.
- **Insight #3** – Launching the Company's official Threads account during a major cultural moment (such as the US Open) significantly drove engagement. Threads posts promoting the Fan Experience and highlighting the 30th anniversary of the Amex x USTA partnership collectively produced a **near 100%** positive-sentiment.



Implications

- Break The Love partnership connects with our target audience who have shown a keen interest in court access.
- Showcasing the business side of the partnership via LinkedIn, our biggest social platform, plays a key role in Amex storytelling
- TikToks that tap into existing trends provide Amex a platform to highlight the partnership and promote onsite happenings at the US Open.

2023 US OPEN – PAID DIGITAL & SOCIAL

Increased Live-Streaming offset the decrease in Social Highlights that resulted from pivoting away from TW Amplify

40MM

Impressions
(-18% vs. '22)

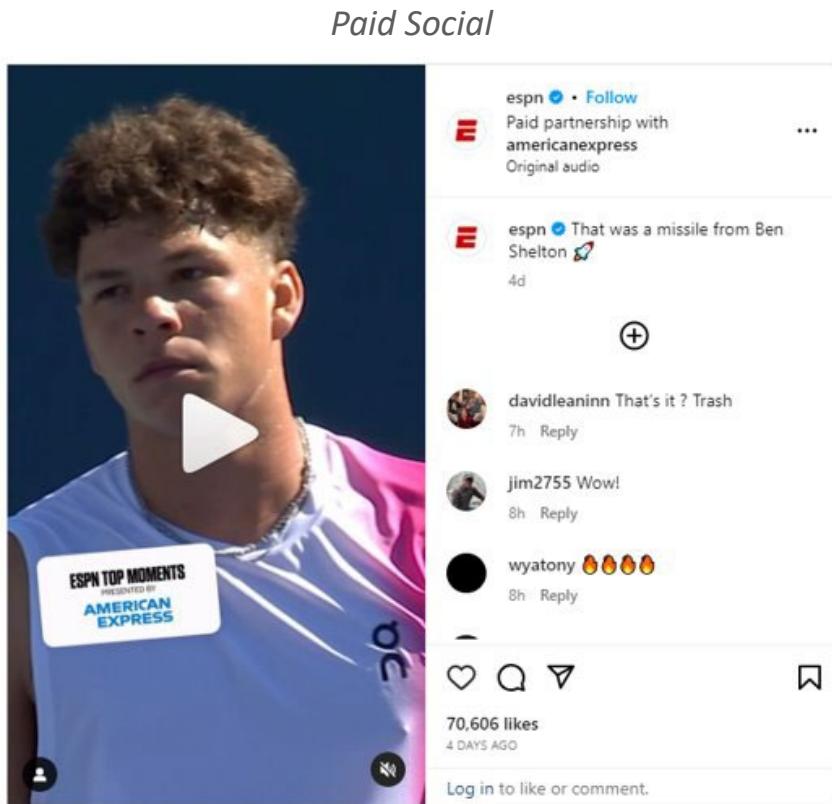
2.4MM

Social Views
(-48% vs. '22)

0.10%

CTR
(-23% vs. '22)

- Insight #1** – Prioritized premium video inventory over display which contributed to the **-18% vs. '22** decrease in overall Digital impressions
 - Increased live-stream allocation by **~\$150k** vs. '22 resulting in an additional **4MM** live-stream impressions (**5.6MM, +460% vs. '22**)
- Insight #2** – Decrease in Social views directly attributed to pivoting away from Twitter Amplify
 - Twitter Amplify accounted for **(15MM, +460% vs. '22)** impressions (inclusive of high performing Serena highlights)
- Insight #3** – Best performing Paid Social asset was **ESPN Top Moments** recapping tournament highlights
 - Ben Shelton shocking US Open Tennis fans within 150+ mph serve – garnered **1.6M** views, **76K** likes, **370** comments



Implications

- Continue to increase Video's share of the Digital allocation to match consumption.
- Explore additional platforms/formats to increase Social views with or without X (formerly Twitter).
- Strategically leverage Disney Social channels to align with trending moments and maximize Amex's exposure.

2023 US OPEN – PARTNER COMMS

Leveraged cross-platform USTA distribution to amplify messaging.

558K

Radio Plays
(+58% vs. '22)

75M

Display Impressions
(+120% vs. '22)

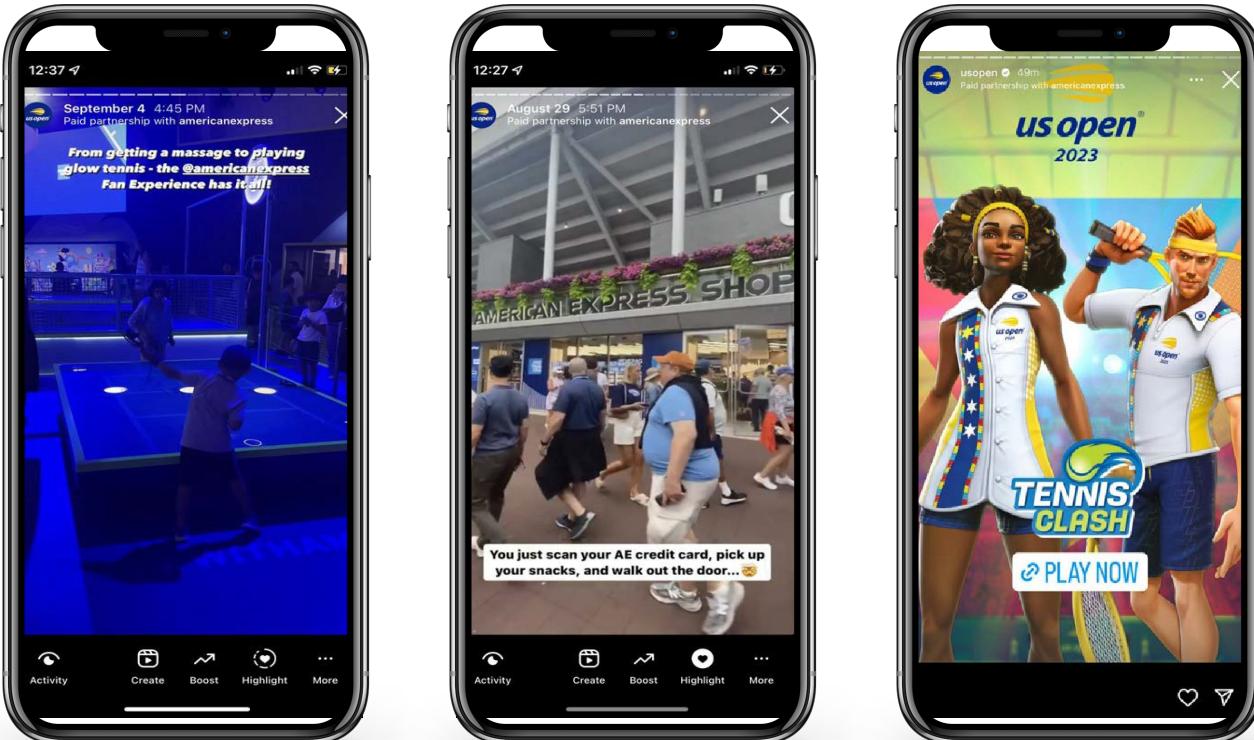
201.1K

Pre-roll Imps
(-41% vs. '22)

26K

Social In-views
(-37% vs. '22)

- Insight #1** - Majority of Display traffic originated from mobile devices
 - 79% of traffic on mobile/tablet devices (web & app)
 - Strongest performers was 320x50 (28M imps/ 7k clicks) & 970x90 (37M imps/ 2k clicks)
- Insight #2** - Pre-roll video VCR on USTA.com (45%, +5ppt vs. '22) outperformed YouTube (35%, +14ppt vs '22)
- Insight #3** - Tennis Clash generated **29MM** (+9% vs. '22) impressions across Display and **19MM** (+9% vs. '22) impressions coming from Paid Social



Implications

- To align with consumption habits, leverage concise Display creative that breaks through on Mobile.
- Challenge USTA to include non-skippable video placements to help improve overall VCR.
- Continue to test and learn as USTA introduces new platforms (Tennis Clash).

2023 US OPEN – BROADCAST

Viewership remained stable despite no Serena & a significant loss in distribution in key markets (LA & NYC)

1MM

Tournament AVG
Viewership
(-19% vs. '22)

312K

Tournament Avg
Viewers 25-54
(-15% vs. '22)

216MM

Amex HH Imps
(-17% vs. '22)

93.4M

Amex 25-54 Imps
(-18% vs. '22)

- Insight #1-** AD-25-54 viewership decreased **-15%** vs. '22 but increased **+36%** vs. '21. The 2022 Serena Farwell skewed early round YoY viewership (1st YoY -27%, 2nd YoY -55%, & 3rd YoY -38%).
 - Disney networks went fully dark in 15MM Charter Spectrum TV HHs during day 5 of the US Open. The Charter viewership composition was only **6%** in '23 vs **20%** in '21 and '22. (Blackout affected the #1 and #2 TV markets)
 - Magna projects only a **-6%** YOY decrease in avg. viewership (vs. the actual -19%) when normalizing for the loss of Charter Spectrum HHs
- Insight #2-** Star power and US Talent helped drive viewership gains in the later rounds, specifically for the Quarterfinals (**+14%** vs. '22) & Semifinals (**+7%** vs. '22) for the AD2554 demographic.
 - Additionally, the Men's Championship delivered a **.39 AD2554 rating** averaging **471K** viewers (**+30%** vs. '22) while the Women's Championship delivered a **.54 AD2554 rating** averaging **651K** viewers (**+123%** vs. '22)
- Insight #3-** Amex secured additional marketing frequency YoY & expanded ad innovation
 - +8x** vs. '22 Amex Fountain Plaza & **+7x** vs. '22 Amex Practice Pavilion
 - Embedded QR code within BTL feature (1st for Amex)



Implications

- Thanks to strong presence of American talent in the tournament, viewership remained stable when normalizing for the loss in distribution.
- Emerging stars and full a broadcast footprint should translate into YoY increases in 2024.
- Continue to find innovative ways to leverage Broadcast to extend Amex benefits to the CMs & Prospects at home.

FUTURE CONSIDERATIONS

2023 US OPEN – FUTURE CONSIDERATIONS

Topics to keep in mind as we finalize takeaways from 2023 and look ahead to 2024 planning.



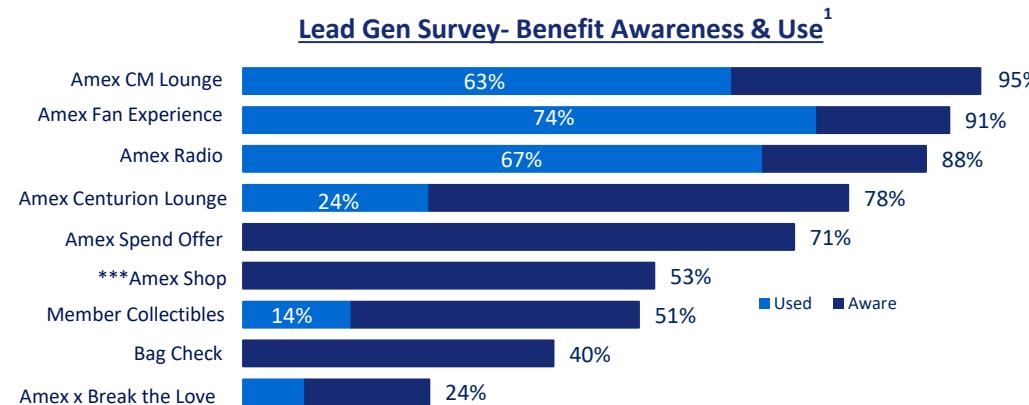
APPENDIX

CAMPAIGN MEASUREMENT FRAMEWORK

Objective	Drive Brand Demand Globally	
Segment	Prospects	Customers
KPIs	Attitudes – Primary/North Star	
	Likelihood to Consider <i>Sources: Lead Gen via RTI (TBD), Partner (Digital + Onsite (TBD), Media Brand Study (TBD)</i>	Likelihood to Recommend <i>Sources: Partner (Digital + Onsite (TBD), Media Brand Study (TBD)</i>
	Behaviors – Program Engagement	
	Campaign Prospect Engagement (Live/Digital) <i>Source: Multiple Platforms</i>	Campaign CM Engagement (i) Ticket/Offer (ii) Live/Digital <i>Source: Multiple Platforms</i>
Outcomes – Long Term Impact		
Monitor NAA/BBA <i>Source: EDDS / Digital Products</i>		Monitor Spend/Share Impact <i>Source: EDDS / Partner Reporting</i>

ATTITUDES – SURVEY INSIGHTS

BENEFIT ANALYSIS



KEY INSIGHTS

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