

Rewarding peer-to-peer engagement and loyalty in real-time:

weHive is a geo-fenced social platform for fans of live events.



weHive®

Business challenge:

Create greater user loyalty by giving fans of live events added content and a whole new experience that will generate repeat engagement and peer-to-peer visibility.



weHive is a social network dedicated to connecting artists and fans during live events, gigs and festivals. Interact with artists, sponsors and event goers in real time to access exclusive backstage content, share photos, videos and experiences.

Connect & interact in real time.

A complex geo-fencing algorithm was developed to ensure that content provided to this audience is unavailable anywhere else, building loyalty by providing a clear benefit for repeat engagement.

Appli implemented

- Native applications for iOS and Android
- Geo-fencing algorithm
- Web front and back end content management system
- Dashboard for event admins