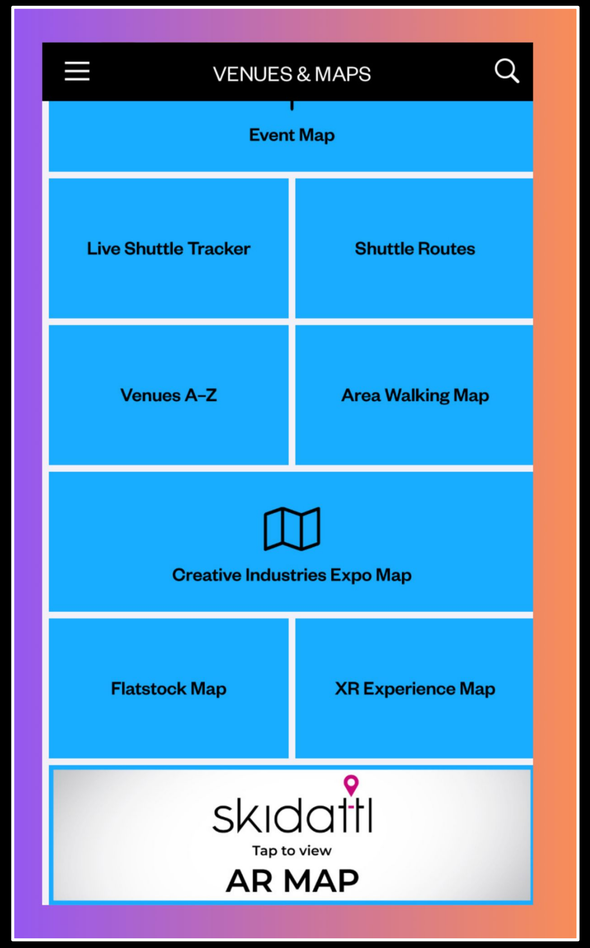
SXSW 2024

SKIDATTL CASE STUDY



AT A GLANCE

- Location: Headquartered in Milpitas, CA
- Employees: 2-10
- Industry: Software Development
- SXSW Product Featured:
  - SXSW GO App Integration

Skidattl provides location-based augmented reality integration for businesses. By utilizing AR to place geo-anchored beacons at events, restaurants, and other locations businesses can provide extra details, wait times, and customize event information to enhance user experiences.

THE TARGET

Skidattl's primary goal was to raise brand awareness and increase engagement with the company.

THE APPROACH

The company was able to gain significant brand exposure utilizing the SXSW GO App Integration. With prominent logo placement in the app, this provided the perfect platform to increase the visibility of the company organically.

THE IMPACT

With over 66,000 users on the SXSW GO App and 6,045 clicks on the Skidattl integration, the company was able to make the most out of their SXSW and successfully increase their brand exposure.