

ATLANTA METRICS AND PROJECTIONS

Atlanta is a bounded host-city demand pool, not a vague global event.

The right planning story combines official city and venue facts with clearly labeled modeled assumptions. That makes the deck credible, the dashboard configurable, and the sponsor story financially legible.

VISITORS RANGE

225K–300K

Projected Atlanta fans and visitors

MATCHES

8

Atlanta match window

VENUE CAPACITY

75K

Mercedes-Benz Stadium official capacity

GROSS EXPOSURE

600K

Seat-event opportunity across 8 matches

MOTION ASSETS

Executive reel references



Storyboard motion reference A staged from the supplied source file.



Storyboard motion reference B staged from the supplied source file.

OFFICIALLY GROUNDED

Facts to anchor the story

225,000–300,000 visitors/fans: working city opportunity range

8 matches in Atlanta: host city match slate

75,000 Mercedes-Benz Stadium capacity: venue-side match inventory

~600,000 gross seat-events: 75,000 x 8 matches

\$500M+ projected impact: external economic framing for Atlanta

MODELED LAYER

Where product economics come from

Tap activations: who scans QR or enters the flow

Text FIFA users: who opts into telecom assistance

Guided journeys: who starts a route/help/reward flow

Sponsor impressions: how often monetizable surfaces are seen

Reward claims: where repeat engagement and CPA-style economics start

COUNTRY AND LANGUAGE TARGETING

Known Atlanta markets today

Spain / Spanish

Cabo Verde / Portuguese

South Africa / English

Saudi Arabia / Arabic

Morocco / Arabic + French

Haiti / French

Uzbekistan / Uzbek

Playoff winners / TBD

Language	Priority	Why it matters
English	Tier 1	Default host-city and broad international coverage
Spanish	Tier 1	Spain and wider visitor usability
Arabic	Tier 1	Saudi Arabia and Morocco
French	Tier 1	Morocco, Haiti, and broader visitor utility
Portuguese	Tier 1	Cabo Verde is Lusophone
Japanese / Korean	Tier 2	White-label reuse and international traveler support

CONSERVATIVE**Low-assumption model**

5% scan rate, 1% text usage, 4% sponsor CTR, 10% reward claim rate.

$600,000 \times 5\% = 30,000$ Tap activations

$30,000 \times 65\% = 19,500$ guided journeys

$19,500 \times 2.1 = 40,950$ sponsor impressions

BASE**Most usable planning case**

10% scan rate, 2% text usage, 8% sponsor CTR, 15% reward claim rate.

$600,000 \times 10\% = 60,000$ Tap activations

$60,000 \times 70\% = 42,000$ guided journeys

$42,000 \times 2.4 = 100,800$ sponsor impressions

AGGRESSIVE**Best-case activation**

15% scan rate, 3% text usage, 12% sponsor CTR, 20% reward claim rate.

$600,000 \times 15\% = 90,000$ Tap activations

$90,000 \times 75\% = 67,500$ guided journeys

$67,500 \times 2.8 = 189,000$ sponsor impressions

CORE FORMULAS**Use these in the deck, the code, and the dashboard**
$$\text{TAFIP} = \text{Total Atlanta Visitors} + \text{Total Gross Match Attendances}$$
$$\text{Tap_Activations} = \text{Gross Exposure} \times \text{Scan_Rate}$$
$$\text{Text_Users} = \text{Gross Exposure} \times \text{Text_Rate}$$
$$\text{Journey_Sessions} = \text{Tap_Activations} \times \text{Route_Start_Rate}$$
$$\text{Sponsor_Impressions} = \text{Guided_Sessions} \times \text{Avg_Sponsor_Surfaces_Per_Session}$$
$$\text{Sponsor_Engagements} = \text{Sponsor_Impressions} \times \text{CTR}$$
$$\text{Reward_Claims} = \text{Engaged_Users} \times \text{Reward_Claim_Rate}$$
$$\text{Projected_Revenue} = \text{CPM} + \text{CPC} + \text{CPA} + \text{Fixed Sponsor Packages}$$
$$\text{Minutes_Saved} = (\text{Avg_Time_Without_System} - \text{Avg_Time_With_System}) \times \text{Successful_Sessions}$$
$$\text{Fan_Experience_Score} = \text{weighted utility index}$$

ADDRESSABLE OPPORTUNITY

Interaction pool

TAFIP low = 225,000 + 600,000 = 825,000

TAFIP high = 300,000 + 600,000 = 900,000

This is interaction opportunity, not unique people. That distinction keeps the model honest.

DECK NARRATIVE

How to say it cleanly

Atlanta is expecting hundreds of thousands of fans and visitors. Tap FIFA reduces friction by giving them a single multilingual path to directions, food, help, rewards, and support at the exact moment of need.

Use this page when you need a serious planning and sponsor story for Atlanta instead of vague event hype.