

PRO SPORTS TEAM PROMOTES TICKET SALES

CHALLENGE

A professional sports team was looking to increase online ticket sales and promote games with theme nights, such as Family Night. They enlisted the help of Insane Digital Marketing to utilize new geo-fencing technology and several other programmatic advertising tactics with the goal of achieving a CTR higher than the industry average of .08-.1%.

SOLUTION

Insane Digital and the advertiser developed a comprehensive strategy of geo-fencing, keyword search retargeting, category contextual targeting, site retargeting and mobile geo-optimization. The client identified several locations to reach their target audience including the team's arena and a nearby stadium, and our team built geo-fences to target individuals who visited those locations. After campaign launch, Insane Digital and our multivariate algorithms further optimized the campaign mid-flight by adjusting the impression caps, tweaking recency, adding relevant keywords and removing under-performing keywords.

RESULTS

To date, the campaign has delivered a .2% CTR, doubling the client's initial goal. With nearly two months remaining in the campaign, we will continue to make in-flight optimizations to maximize performance.

.2%

CAMPAIGN CTR

CATEGORY
SPORT

CAMPAIGN LENGTH
7 MONTHS

CAMPAIGN GOAL
.08-.1% CTR