



SOLVING THE DIGITAL PUZZLE

WHO: Professional Sports Team

CHALLENGE: Declining general attendance & low engagement from families and young fans.

SOLUTION: In an effort to attract families and younger fans, the team added a number of amenities to their venue to cater to these fans, but experienced low results in attracting them. Their previous vendor had a digital strategy catering directly to “Sports Fans” and was yielding a 10:1 ROAS. We segmented the audience into behavioral personas, matched specific creative and offers to each segment. We targeted them across channels, and tracked them to both in-venue attendance and online ticket sales.



RESULTS: Within the first 60 days, ROAS increased to 30:1 in online ticket sales, and attendance increased within both audience segments. After analyzing which offers led to the most efficient conversion rates for each segment, targeting attributes were optimized, and season two ROAS exceeded 60:1, achieving over 100:1 for some offers.

30:1 ROAS ONLINE SALES

60:1 ROAS SEASON TWO

TIME TO GET DIGITAL SOLVED