

Case Study – Tampa Bay Sports Commission

Challenge: Event awareness

Targeting Solution: GPS codes around TX, LA, FL and North Carolina

Creative Example: Mark your calendars as Supercross returns to Raymond James Stadium on February 15th! Check out these elite riders as they chase a 2020 World Championship!

Results:

- ✓ Successful CTR of .92%
- ✓ Client booked a multi-month campaign

Local Sporting Events

Case Study – Leisure & Entertainment– U.S.



Objective

- Drive ticket sales to game



Targeting

- Geo-fencing the local area around the park



AdMessage

- *The best Triple-A baseball players descend on Uptown Charlotte beginning July 11th. Click for All Star Week Tickets On Sale Now!*



Tap Action

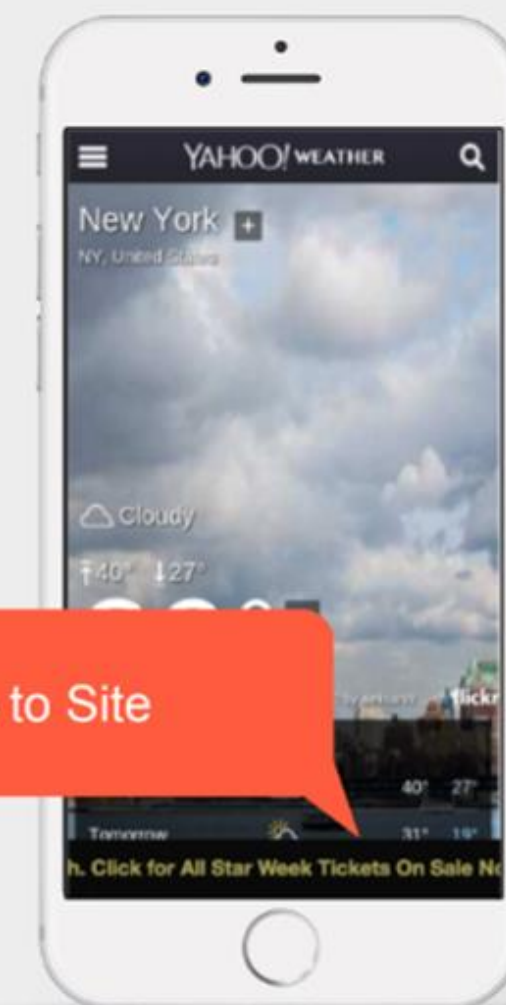
- Tap to "buy tickets" page



Results

- 1.76% Tap Rate (Leisure & Entertainment avg. Tap Rate is 0.95%)

Tap to Site





Case Study – NY Cosmos Soccer

Challenge: Event awareness

Targeting Solution: Identify zip codes within Brooklyn, NY

Creative Example: PLAYOFF SOCCER! Sat 8/3 7pm Kick off at Mitchel Field. Support the Cosmos as they chase the NPSL Championship! TAP HERE for Tickets! THIS is COSMOS COUNTRY!

Results:

- ✓ Successful CTR of 1.9%
- ✓ Client booked a multi-month campaign