

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%)

