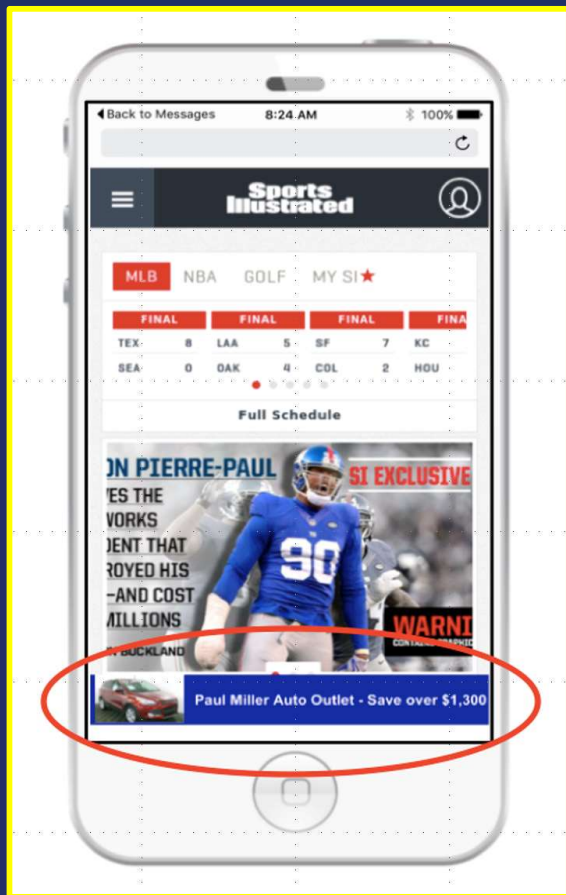


**A Sports Marketing Company**

“Sweet Spot” Strategies  
For  
Expanding Revenue Streams



1. AdMessenger ads may appear on websites or mobile apps that accept third party ads
2. Geo-Fencing (X miles around your location)
3. Audience targeting
4. Scrolling 150 character message
5. Tap to your website or Facebook page

Guarantee number of Impressions.  
\$500 for 50,000 Impressions within your trading area!

## Case Study: Tune-in

**Tune-in clients** use AdMessenger's ability to promote TV premieres, new movies and other events by:.

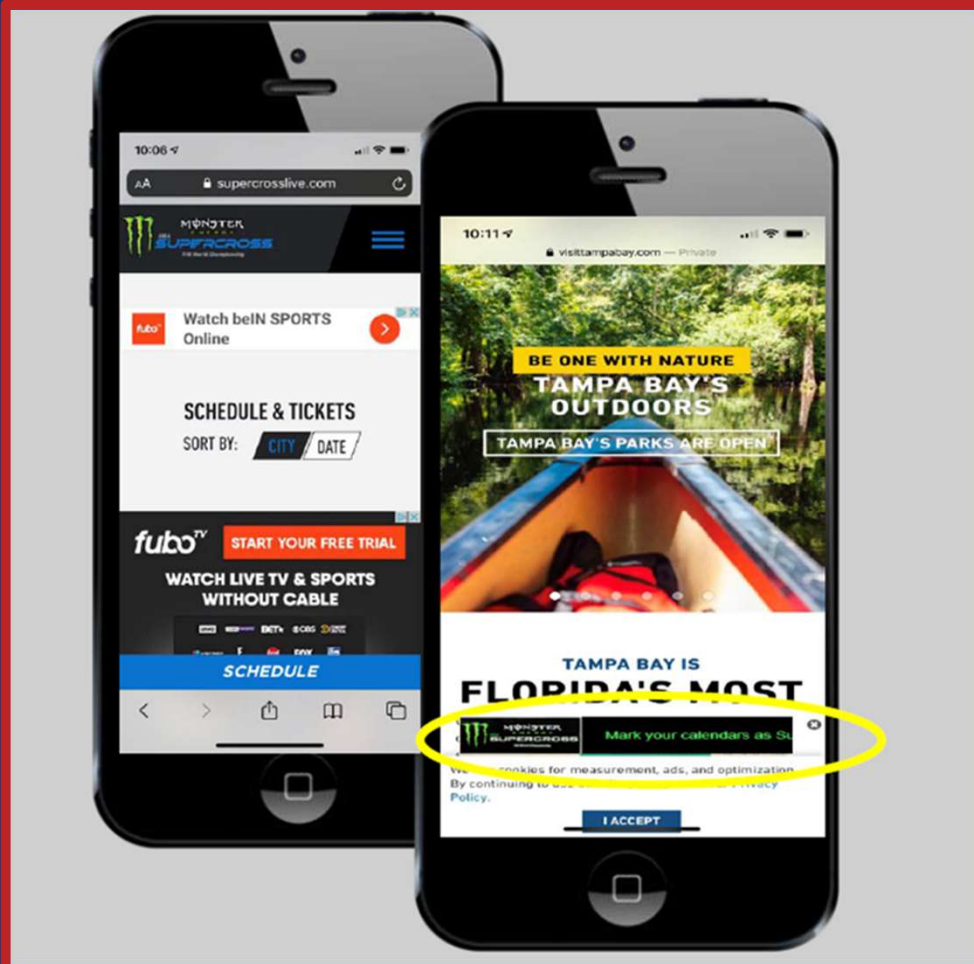
- Enabling viewers to subscribe to TV show calendar reminders
- Alerting viewers 15 minutes before the show airs
- Pushing video previews
- Integrating Twitter API to update messaging with

Average CTR: 1.8%



Past clients:





## 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

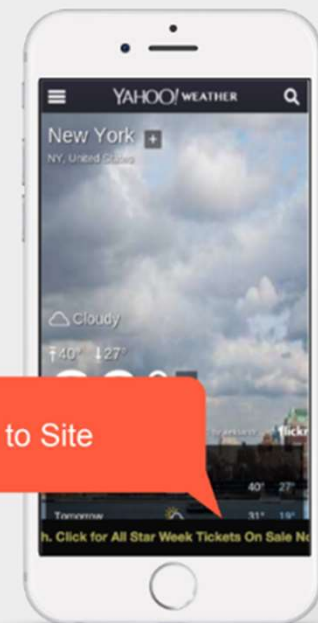
- Tap to "buy tickets" page



### Results

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

Tap to Site





## Tier III Automotive

Case Study – Auto – U.S.

### Objective

- Promote sales event

### Targeting

- Auto Intenders
- 20 mile radius around dealership
- 12 mile radius around 2 competitor dealership lots

### AdMessage

- *Toyota Summer Sales Event! 2016 Toyota Corolla as low as \$159 per month and Camry as low as \$189 per month. Tap here NOW for details! Saving you money!!*
- *GET the REAL DEAL! 2016 Camry SE as low as \$169/mon. and Corolla S Plus only \$139 per month. No hype, gimmicks or surprises! Tap here NOW for more details!*

### Tap Action

- Tap to site

### Results

- 1.70% Tap Rate (compared to Auto average Tap Rate of 1.12%)
- Advertiser is very happy with results and regularly renews

A white smartphone mockup displaying a Yahoo! Weather app interface. The screen shows "New York" with a plus icon, "NY, United States", and a cloudy sky background. Below the weather, there are temperature indicators "40°" and "127°". At the bottom of the screen, a red banner contains the text "per month and Camry as low". An orange speech bubble with the text "Tap to Site" points to the red banner.

Tap to Site

## Local, Used, Automotive

Case Study – Auto – U.S.



### Objective

- Promote sales events



### Targeting

- Auto intenders
- 10 mile radius around dealership locations



### AdMessage

- *During the "Drive and Discover Event" drive a 2016 Ram 1500, Dodge Challenger or Jeep Cherokee for \$7,990. Tap here for details.*
- *During the "Off the Wall Sales Event" find your vehicle, pull the invoice off the wall and make your best deal. Tap here to view our inventory.*



### Tap Action

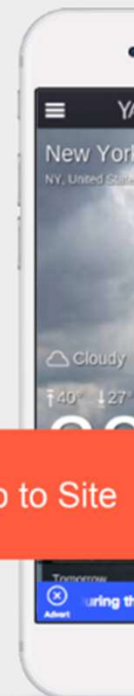
- Tap to site



### Results

- 2.04% Tap Rate (compared to Auto average Tap Rate of 1.12%)
- Advertiser is very happy with results and regularly renews for new sales events and at multiple locations

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