

CASE STUDY: SPORTS

Professional indoor soccer team promoted awareness and ticket sales.

Included multiple display ad sizes.

Professional indoor soccer team promoted awareness to targeted zip code list.

Targeting tactics focused on client provided zip code list to adults ages 25-40. Campaign ran for four months from November through February.

Budget: \$3,000

Impressions Contracted: 300,000

Impressions Delivered: 345,305

Creatives: Multiple display ad sizes

0.20%

CTR

345K+

Impressions

A25-40

Demo targeting