

CASE STUDY: COLLEGE SPORTS

College Conference promoting ticket sales to NCAA conference and championship games played in St. Louis.

Included multiple display ad sizes.

College Conference ran 2-month campaign promoting NCAA basketball games in the St. Louis DMA.

Targeting tactics included basketball fans in St. Louis and retargeting devices seen within a specific radius of their OOH billboards along highways into and out of St. Louis. Also included site retargeting.

Budget: \$6,500

Impressions Contracted: 650,000

Impressions Delivered: 665,109

Creatives: Multiple display ad sizes

0.14%

CTR

665K+

Impressions

930+

Clicks to ticket
purchase page