

INDUSTRY: Education

GOAL: Drive Football Season Ticket Sales

With Strategus OTT Advertising, COLLEGE TICKET SALES MAY NEVER BE THE SAME

823
CONFIRMED
SALES



\$296K
IN REVENUE
GENERATED



166,513
SITE VISITS



OVERVIEW:

After a year of successful market testing with men's basketball and football ticket sales, the University of Washington Huskies have integrated programmatic advertising into their budget to support the PAC-12 school's season and single-game ticket sales.

Working with the Strategus OTT/CTV (over-the-top connected television) programmatic advertising platform the Huskies' marketing department has brought more accountability and measurability to their ad spend.

THE CHALLENGE:

Most college ticket sales programs around the country are still using traditional cable and satellite content targeting. The University of Washington marketing team had experimented with a variety of digital advertising tactics, but felt the need for more targeting and engagement in their efforts to fill the stands. The goal was not only to increase revenues, but also to enhance their home field advantage, and develop similar strategies for UW's nine ticketed sports programs.

THE SOLUTION:

The UW program used a multi-tactic strategy over the 6 week flight to target college football and sports fans who lived within a 50-mile radius of Husky Stadium with video and display ads. Utilizing Strategus' Encore Omnichannel™ retargeting, Strategus was able to serve OTT/CTV ads to qualified prospects and build awareness for football ticket packages. After viewing the OTT/CTV video ads, qualifying prospects were re-targeted with digital display ads to drive traffic to the website and promote online ticket sales.

"It was always hard to track the impact of our ads that ran on ESPN or NBC Nightly News," he said. "Working with Strategus, we're now able to report data showing how many people saw our spots, how many took the next step and went to our website, and what percentage of those engagements resulted in transactions. This has really helped quantify our ROI."

Brian Bowsher, UW ASSOCIATE ATHLETIC DIRECTOR



THE SUCCESS:

Cost-per-revenue ratios achieved a greater than 10x ROI.

By placing pixels across the UW website, Strategus was able to track fans who were served ads and later visited the site. In addition, they provided actual online ticket purchase confirmations and revenue for viewers who converted after seeing an ad. The results were outstanding:

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SITE VISITS
(users who visited the client website after viewing the ads)

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