

# CASE STUDY

## LOUISVILLE BATS

This campaign used our IP Targeting, which takes the traditional direct mail strategy but delivers your message to individual households as banner, native or video ads on visited websites.

### Background

The Louisville Bats, a Triple-A Minor League Baseball team, wanted to reach their customers where they spent a considerable amount of time-- online. By utilizing our patented IP targeting system, the Bats were able to measure digital impressions and engagements on a more precise scale than ever before. Using transaction data from sales over the past three seasons, the Bats' marketing team was able to launch an online ad campaign to re-engage only those who had previously purchased tickets.

### Campaign Results

The campaign served 120,000 impressions during the two weeks leading into a game with several promotions. Our campaign was able to generate a **22% lift in ticket sale conversions** compared to the non-targeted control group. Moreover, game day attendance was estimated at **11,000, a 68% statistical improvement** over their 2015 average attendance of around 7,500, according to MiLB.

The Louisville Bats provided us with a list of their online ticket sales for this game (did not include phone orders or "walk-up" sales). We compared their online sales against our targeted list to provide a list of sales that were a direct result of our IP Targeting Campaign. The 22% lift in ticket conversions was calculated through our performing our Matchback Analysis.

We offer a wide variety of 1-to-1 marketing products perfectly suited for athletic programs and professional sports. We help sports organizations and their sponsors reach hyper-targeted audiences with their messages and promotions. Our patented technologies produce better results and virtually eliminates wasted impressions for a definitive ROI.

