

# CASE STUDY

## UNIVERSITY OF NORTH CAROLINA

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 University of North Carolina, an NCAA Division I school, wanted a new way to re-engage former season ticket holders for a football season renewal program. UNC chose to launch a digital campaign using IP Targeting to realize a lift in season ticket sales.

### Campaign Results

The results of the campaign were astonishing. Of the 1,245 households comprising the campaign audience, 676 individuals received our IP-targeted ads and an email offer. The other 569 people, representing the control group, simply received the email offer. The IP-targeted group who received our targeted ads was **39% more likely to renew their season ticket.**

**The campaign netted UNC a Return on Ad Spend of 2,609%.**

Due to our hyper-accurate IP-targeting technology, the Tar Heels were able to reach their season ticket holder goals by re-engaging former season ticket buyers.

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.

