

acr STRATEGIES

“sweet spot” sports marketing

A SPORTS MARKETING COMPANY

“SWEET SPOT” STRATEGIES

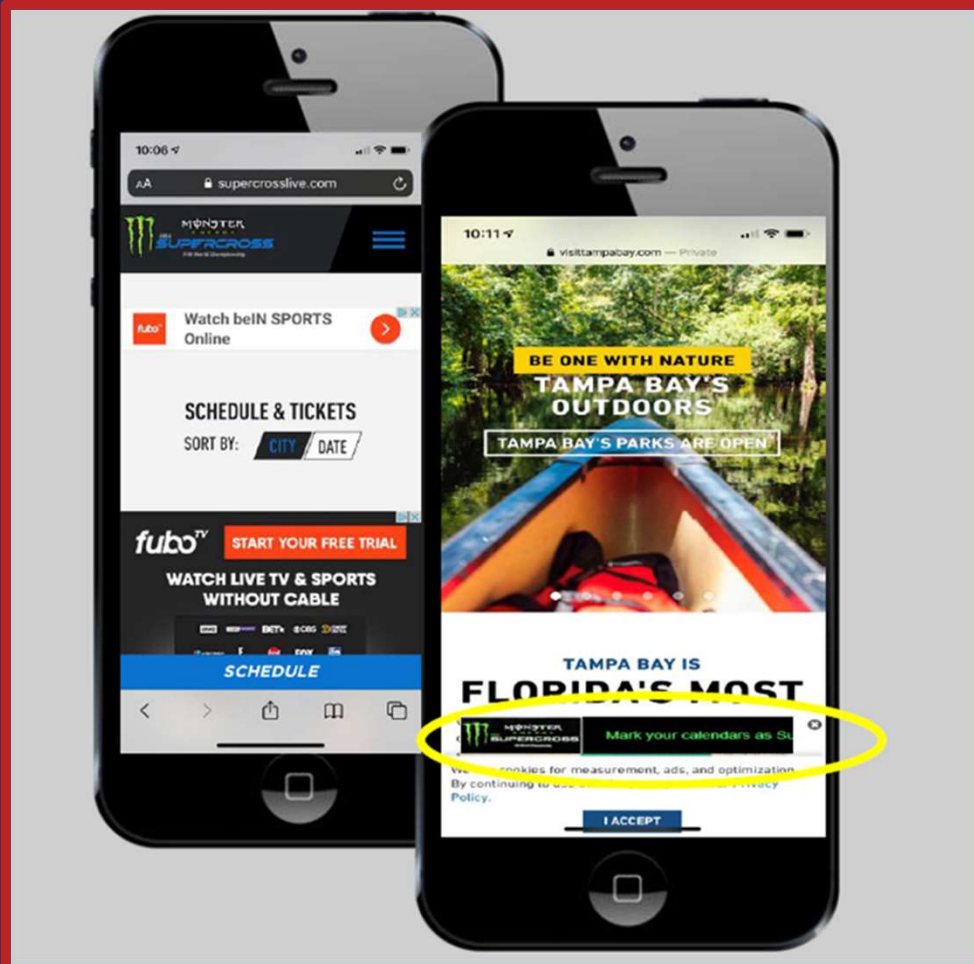
Expanding REVENUE Streams!

SPORTS ADMESSENGER CASE STUDIES

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Case Study – Tampa Bay Sports Commission

Challenge: Event awareness

Targeting Solution: GPS codes around TX, LA, FL and North Carolina

Creative Example: Mark your calendars as Supercross returns to Raymond James Stadium on February 15th! Check out these elite riders as they chase a 2020 World Championship!

Results:

- ✓ Successful CTR of .92%
- ✓ Client booked a multi-month campaign

Local Sporting Events

Case Study – Leisure & Entertainment– U.S.



Objective

- Drive ticket sales to game



Targeting

- Geo-fencing the local area around the park



AdMessage

- *The best Triple-A baseball players descend on Uptown Charlotte beginning July 11th. Click for All Star Week Tickets On Sale Now!*



Tap Action

- Tap to "buy tickets" page



Results

- 1.76% Tap Rate (Leisure & Entertainment avg. Tap Rate is 0.95%)



Tap to Site



Case Study – NY Cosmos Soccer

Challenge: Event awareness

Targeting Solution: Identify zip codes within Brooklyn, NY

Creative Example: PLAYOFF SOCCER! Sat 8/3 7pm Kick off at Mitchel Field. Support the Cosmos as they chase the NPSL Championship! TAP HERE for Tickets! THIS is COSMOS COUNTRY!

Results:

- ✓ Successful CTR of 1.9%
- ✓ Client booked a multi-month campaign



Entertainment: Sporting Expo

[AdMessenger Success Story](#)



OBJECTIVE

Increase attendance at sales event

TARGETING

Geo-targeting with heavier impressions closer to event location

MESSAGE

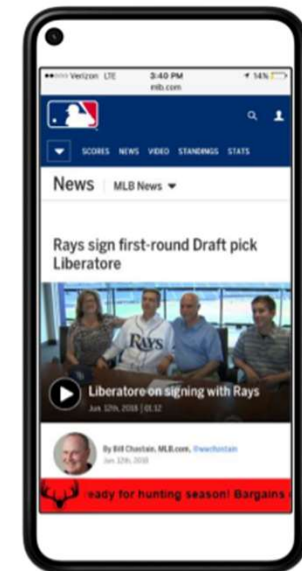
Get ready for hunting season! Bargains on gear and hunts, 300+ vendors, seminars, Gun-An-Hour-Giveaway, Chevy Ride-and-Drive, and a free Kids Zone! Tap HERE!

TAP ACTION

Tap to event page

RESULTS

1.50% Tap Rate





Using the TTE option

Secure 4 advertisers

(1 for each button)

Sell each button for 35% of the total ad investment

Example: Ad Investment (\$800 total)

4 sponsors at \$280 = \$1,120

40% profit and your advertising is PAID for!



THANK YOU
How can we help YOU
Increase Your Revenue?

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