



NET CONVERSION  
EVOLVING STRATEGY  
SERIES

# The Sports Industry

## Our customer journey approach: A short and direct path to you.

**Here's the thing. Our industry distinguishes between traditional and digital marketing, but your customers do not.**

So we use data to bridge the gap between the two and deliver a complete picture of the dynamic journey that customers take before they reach you. More importantly, we work relentlessly to shorten that customer journey and provide them with the most direct path to your doors. All while staying responsive to your needs and goals, and transparent in our costs and communications. Cause if it don't make dollars, it don't make sense.

### Why Net Conversion?

#### We know this industry.

For 7 years we have worked with the sports industry, watching it evolve from attending games to the growing realm of eSports. Remaining curious and eager continue to be our driving forces, allowing us to change our strategies to match those shifts and reach the right consumer in the right medium every step of the way.

#### We know consumers.

Alright, you got us. We don't 100% know every single potential consumer. That would be creepy. What we do know is that every consumer has a unique journey, so we leverage every possible data signal to create the most effective targeting strategies to reach them at the right time with the right message.



#### We know how to adapt.

We set you up for measurable success by utilizing evolving marketing strategies and data to continually innovate, measure, and improve paid media campaigns. Regardless of the challenge, your business will benefit from our innovative thinking and relentless attitude. We never settle. Why should you?

### OUR SERVICES

#### DIGITAL

- Display
- Paid Social
- Pre-Roll & Social Video
- Metasearch
- Paid Search (SEM)
- Organic Search (SEO)

#### SEO & MORE

- Local & Organic Search
- Technical SEO
- Consumer Surveys

#### INTEGRATED

- Addressable TV/ OTT
- Connected TV
- Streaming Radio
- Digital OOH

#### TRADITIONAL

- TV (Cable, National, Local, Spot)
- Out-of-Home
- Radio
- Print

#### MARKETING SCIENCE

- Media Mix Modeling
- Cross-Channel Attribution
- Causal Impact / Forecasting
- Propensity Modeling

#### DATA COLLECTION

- Data Architecture/ Taxonomy Development
- Analytics/ Platform Implementation

#### MEDIA ANALYTICS

- Dashboarding and Insights
- Bid, Budget, Audience Management
- Ongoing Media Optimization

#### DATA MANAGEMENT & BUSINESS INTELLIGENCE

- Process and Data Automation
- ETL via Conversionomics\*
- Dashboarding and Visualization

#### TESTING & PERSONALIZATION

- A/B Testing & Reporting
- One-to-one Customer Experience

*\*Conversionomics is our proprietary data aggregation and transformation software that helps us deliver actionable data & reporting at scale.*  
[conversionomics.com](http://conversionomics.com)

### OUR CLIENTS



# Sports Vertical Trends

The once simple sports purchase path from interest to booking has not only evolved but is constantly evolving. New paths are unique to each fanatic - creating complexity in the sports vertical.



**Mobile:** has become the preferred channel when streaming sports coverage

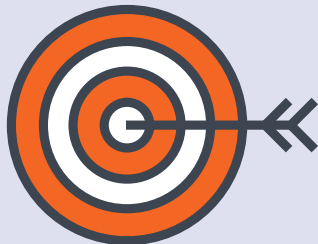
**Television:** remains the leading source for sports information, regardless of age.

**Internet:** 38% of internet users report using their smartphones, compared to 30% using laptop.

In 2020, the global eSports market is expected to generate \$1.5B in annual revenues primarily from sponsorships and advertising to an estimated global audience of 600M fans.

## NET CONVERSION TRAVEL INDUSTRY CASE STUDY

We deployed tailored messaging by audience, with unique videos for different game packages, and relevant language and offer versions for Brazil and other markets outside the US.



Our targeted ads helped increase website visitation across the board.

**+14%** Local

**+20%** Outer United States

**+21%** Brazil

**+32%** Canada

**+35%** United Kingdom

Brazil game attendance also increased **+35% YOY**

To read more about our case studies across the sports vertical go to: [netconversion.com](https://netconversion.com)