

beIN SPORTS GARNERS 25% MORE CTR WITH SIZMEK DYNAMIC CREATIVE MULTISCREEN CAMPAIGN.

Copa América ads reach U.S. Hispanic audiences across 13 markets.

Marketing goal: Drive CTR and maximize viewership for Copa América 2015 championship

beIN SPORTS is a global network of cable sports channels that caters primarily to soccer fans. The network wanted to maximize viewership for the Copa América South American soccer championships during June and July of 2015. beIN needed the campaign to break through online clutter and engage users when they were busy on mobile devices.

Solution: Use Sizmek Dynamic Creative to target U.S. Hispanic viewers

Together with Sizmek, beIN's multicultural agency team at CommonGroundMGS created a dynamic HTML5 banner campaign to run on mobile devices and desktops to reach users at work before the day's match. Sizmek Dynamic Creative enabled the digital team to easily refresh ads to highlight the latest matchups as the tournament progressed, with creative updated by geography, tune-in time, teams facing off, and images of star players from those teams.

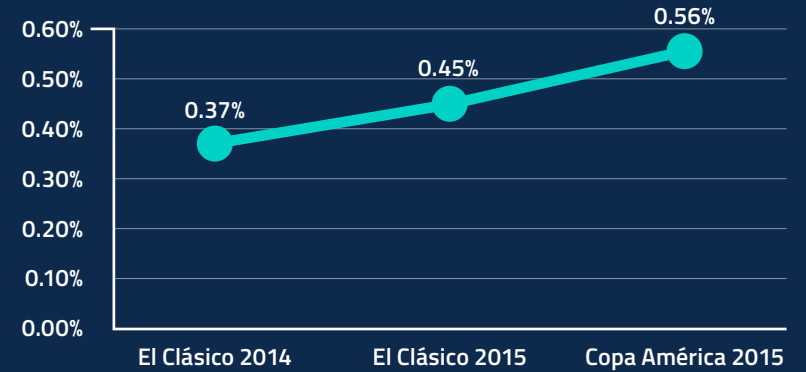
Ads ran across sports-related sites and on multiple DSPs using contextual targeting. With this strategy, Sizmek Open Ad Management provided beIN SPORTS with both broad reach and a strong presence on premium sites where soccer is top of mind. Ads ran in 13 U.S. cities with high concentrations of Hispanic audiences, concurrent with a national campaign.

The digital team was looking for a solution to address the tournament's need for quick, team-relevant, and precisely targeted creative and placements to drive tune-ins to specific games throughout the tournament. Sizmek's Dynamic Creative and HTML5 technology solutions allowed the Copa América campaign to break performance records across multiple system operators, platforms, and DMAs. The higher CTRs proved not only that the technology is worth noticing but that it works for impactful media placements and eye-catching instantaneous creative building. Bottom line – fresh creative served at the appropriate time with the relevant message ensured user retention to help drive tune-in.

ANDREEA REDIS-COSTE
SVP, MEDIA DIRECTOR, COMMONGROUND MGS

Results: 25% lift in CTR vs. El Clásico 2015 match

- Sizmek Dynamic Creative delivered 25% greater click-through.**
 When beIN added Sizmek Dynamic Creative and HTML5 to its digital strategy, it achieved a startling 25% greater CTR over the recent and hugely popular El Clásico 2015 match broadcast. What's more, with this campaign, beIN achieved more than a 50% lift in CTR over the 2014 campaign.
- Using Sizmek Dynamic Creative, beIN created customized ads at scale:** In just four weeks, beIN created and delivered 1,192 dynamic ad versions, personalized specifically to its audience at that moment in time.



Want to get great results like beIN SPORTS? Find out how Sizmek can help you achieve outstanding return on ad spend, sales, and other campaign goals by leveraging the power of cross-device Dynamic Creative and other powerful tools by contacting your sales representative or emailing info@sizmek.com.

