Golf Channel tees up 5X higher engagement with Sizmek Rich Media

GOAL
Increase tune-in to The Open on Golf Channel and NBC

Mod Op, the Golf Channel’s creative agency, was tasked with driving excitement and tune-in to The Open Championship. But how do you successfully engage casual golfers and “big event” sports fans online? The team strategized that an unconventional, disruptive ad would create a high-impact experience for consumers and drive tune-in.

Mod Op decided to use Sizmek Ad Builder, whose ease and flexibility allowed them to create an expanded ad experience promoting The Open 2017 that ran on the Daily Mail’s sports page.

Sizmek’s team helped overcome Mod Op’s biggest obstacle—customizing the ad to match the publisher site, yet still catch users’ attention. They did this by creating custom overlay rich media that showed a full-screen rain shower clearing up when golfers Rickie Fowler and Dustin Johnson swoop into The Open and “blow away” The Daily Mail’s site content. A nonexpanding standard creative also ran in the same placement.

SOLUTION
Rich media ad serving with Sizmek

See the ad in action
By using Sizmek’s Ad Builder to create an unconventional experience, the rich media rain shower ad generated 5 times the interaction of the standard creative. The full-screen rich media version helped drive the drama and excitement specific to The Open while pushing tune-in to the Golf Channel and NBC.

Plus Sizmek Ad Builder helped Mod Op significantly reduce creative and trafficking time for both Mod Op and the Golf Channel.

RESULTS
Rich media outperformed standard creative by 5 times

“Mod Op was able to integrate key themes of the event, course imagery, golfers, and dramatic weather into a ‘can’t miss’ piece of creative that was able to break through the clutter and make a lasting impression for the brand.”

ADAM LISZEWSKI,
SENIOR DIRECTOR, MARKETING AND PROMOTIONS
GOLF CHANNEL

About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients’ media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

Find out how Sizmek can help you achieve outstanding results by contacting your sales representative or visiting go.sizmek.com/contact.