



## Sizmek geo-targeting scores more clicks from top prospects for Interwetten

### GOAL

Reach and convert sports fans in a cost-effective way

Interwetten.com is operated by Interwetten Gaming Ltd., a company forming part of the well-known Interwetten Group. Founded in 1990 as a sports betting provider, the Group went online in 1997. Today, Interwetten is an online entertainment company with comprehensive live betting, virtual sports, live casinos, and a wide variety of other casino and skill games.

It can be difficult for sports betting brands to reach valuable users who attend sports events. Direct deals through sports publications are often expensive and hard to come by. Other marketing activities such as sponsorships often prove a measurement challenge. So Interwetten turned to Sizmek for an alternative.

Interwetten's goals were clear from the start:

- Target new customers
- Test new ways to reach their target audience
- Reach visitors to the Bundesliga stadiums
- Make mobile a key part of the business as more mobile users visit the site

Sizmek placed a 500m geo fence around 550 German football stadiums, including the first, second, and third national league and regional stadiums with a relevant average audience. The attendees were ring fenced while at the football games so they could be served Interwetten media once they left.

Here's how it worked:

1. Location data came via GPS signal on the exchanges.
2. Sizmek collected GPS data through apps when fans opted to share location information.
3. Sizmek built large pools of fans based on location.
4. Sizmek retargeted fans with personalized content wherever they were, at the right moments of influence.

Once the data was collected, Sizmek was able to set up the fences and start the delivery of Interwetten ads. There was always the option to increase the radius in case of limited availability, but the system was able to function with the smallest radius of 500m, allowing Sizmek to optimize the value of the targeted audience.

### SOLUTION

Use Sizmek's geo-targeting solution to reach the most relevant audience in a very cost-efficient way

CTR for the campaign rose from 0.2% to more than 0.32% during runtime, with ads reaching Interwetten's most valuable audience in a very cost-efficient and innovative way.

## RESULTS

30% increase in CTR by a prime target audience

"Through Sizmek's geo-targeting capabilities, we have been able to target the most valuable audience in the sports betting environment: the visitors to Bundesliga matches. This is a highly cost-efficient tool for us to reach our target group in the emotional context of live sports."

**GABRIELE WEICHSELBRAUN,**  
HEAD OF MARKETING COMMUNICATIONS,  
INTERWETTEN GROUP

### 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.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at [go.sizmek.com/contact](https://go.sizmek.com/contact).