



DATA-DRIVEN

# 5 Personalization Strategies to Engage Sports Fans

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The background features a close-up of a baseball glove on the right side, with a red overlay. On the left side, there is a grayscale image of a baseball field with yard lines and numbers (20, 30, 40, 50, 40, 30, 20) visible. A black rectangular box is centered over the field image, containing white text.

**45% of customers are likely to remember a brand or product with contextually relevant advertising during a major sporting event.**

Building an effective advertising campaign around sporting events requires an innovative approach to creative - one that is supercharged with data and real-time decisioning logic. Read on for road-tested strategies to engage sports fans, anywhere, anytime, and across all channels.



## LOCATION CALLOUTS

# Capitalize on Team Alignment without Relying on League Licensing & Partnerships

Combine sports data and location-based feeds to drive customers to local venues



TEAM REPRESENTED: TITANS



TEAM REPRESENTED: STEELERS

## BEST PRACTICES & CONSIDERATIONS

Recommended for all media channels: Display, Programmatic Video, Connected TV, Social, Digital out-of-home

Reference teams by the name of their location, in lieu of a logo

Utilize team colors to further align with team or league brand identity

Reference game start time to establish clarity and urgency (can be sourced from a feed OR rendered based on known schedule)



## IN-GAME OFFERS

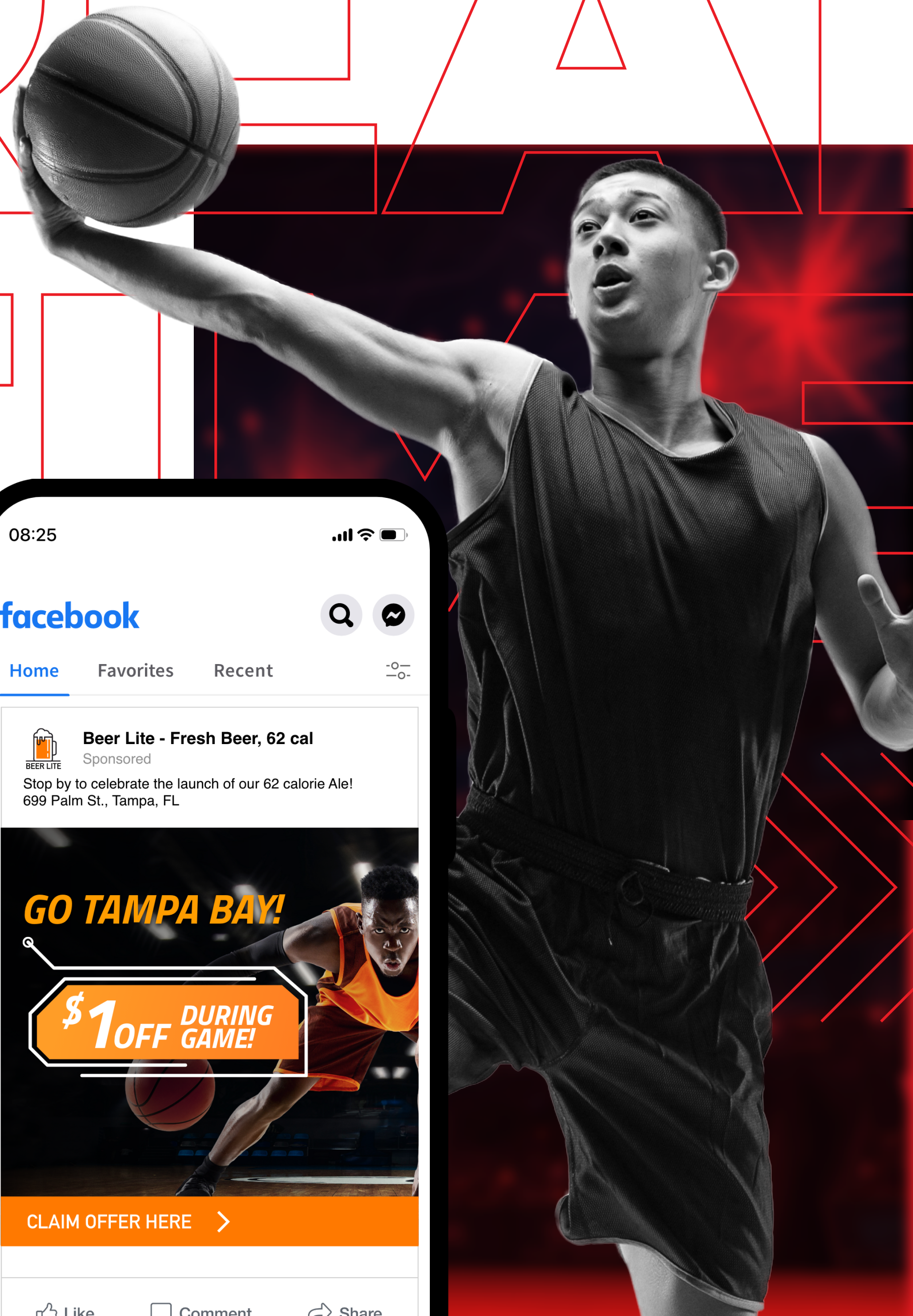
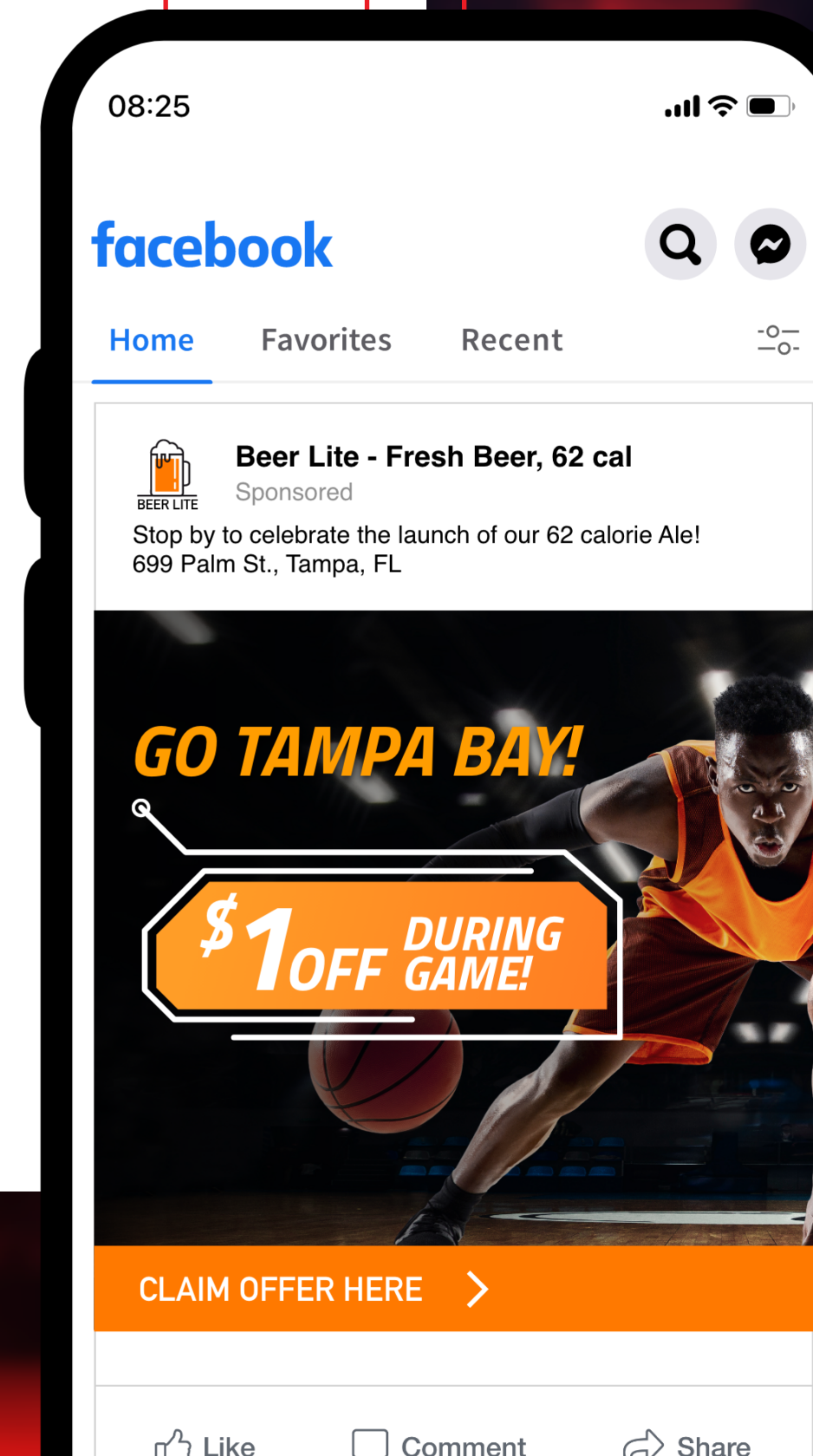
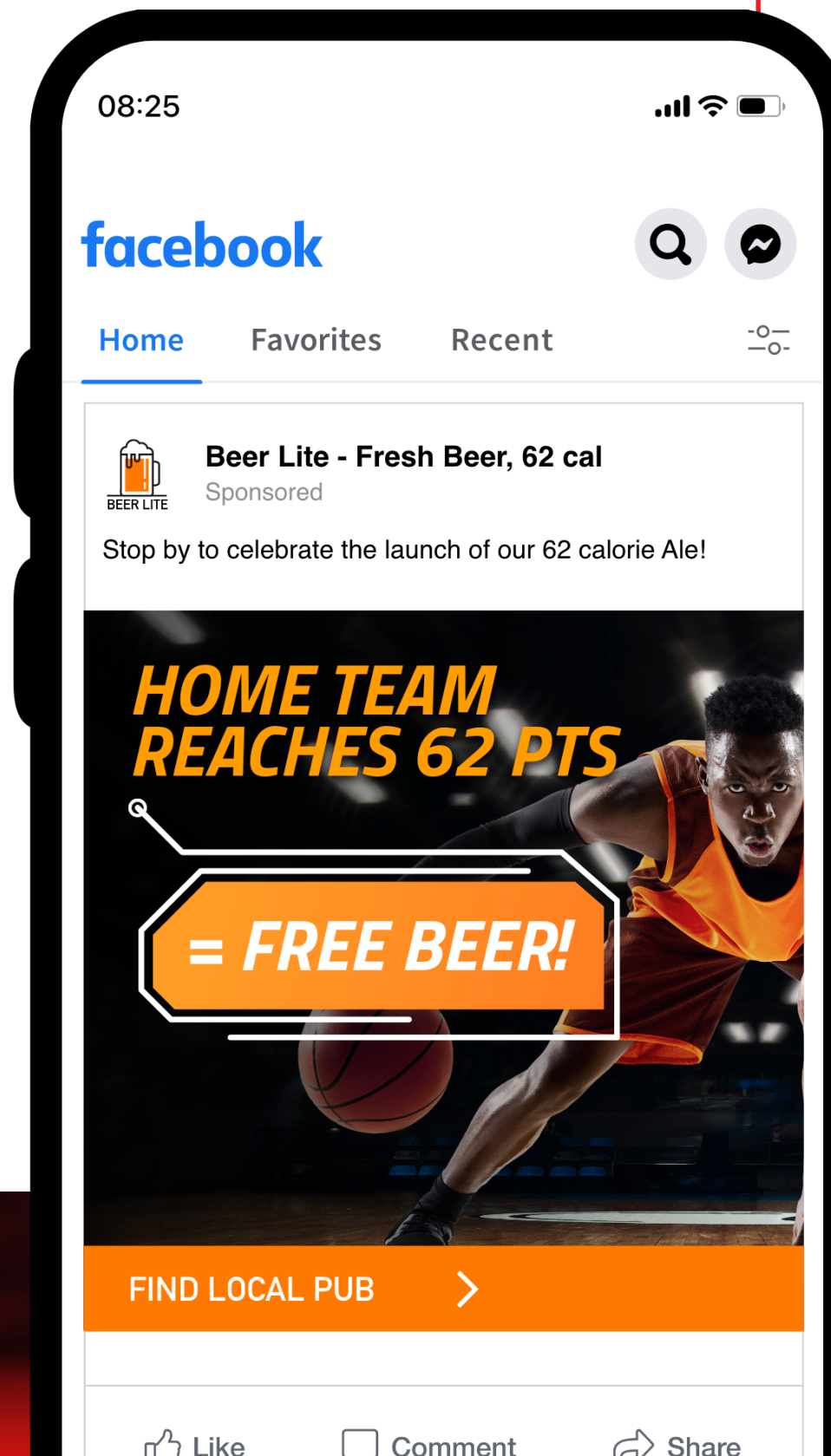
# Put “Real-time” to Work with In-game, Event-driven Offers

Promote offers and deals during peak fan engagement

## BEST PRACTICES & CONSIDERATIONS

It's best to stick to key milestones and markers (e.g. halftime, quarters, score thresholds, etc.)

For clarity, we recommend limiting offers to one per creative





## EVENT & GAME COUNTDOWNS

# Drive Urgency with Time-based Messaging

Game and event countdowns encourage action and real-time engagement

## BEST PRACTICES & CONSIDERATIONS

Countdown clock objects can only be used in Display or Programmatic Video placements that support Java Script. When media channels require pre-rendered video like CTV or Social, text countdowns should be used to visualize timing countdowns.

QR codes should be used only in CTV and DOOH, where there is no other means of conversion

A countdown element can be used to support both game start time and game end





SEQUENTIAL MESSAGING

# Sequence Messaging to Connect with Sports Fans Before, During & After the Game

Use a series of ads to tell a story that maintains brand-consumer connection

## BEST PRACTICES & CONSIDERATIONS

Leverage insights gleaned from creative engagements for future campaigns

Consider how long you're going to serve the "after game" message(s), as well as which creative should be subsequently served



### PRE-GAME

**Load Up On Game Day Snacks!**

DOLPHINS VS. PATRIOTS  
**2 DAYS** TIL THE GAME

[Shop now](#)

**SHOPSMART**  
ALWAYS FRESH

### GAME DAY

**Game Day Is Here! Stock Up On Snacks.**

DOLPHINS VS. PATRIOTS  
**TONIGHT**

[Shop now](#)

**SHOPSMART**  
ALWAYS FRESH

### POST-GAME

**Victory Tastes Great! Stock Up On Winning Snacks.**

**GO DOLPHINS!**

[Shop now](#)

**SHOPSMART**  
ALWAYS FRESH



OMNICHANNEL TESTING

# Launch an Omnichannel Testing Strategy Based on Your KPI's

Increase omnichannel customer engagement with compelling dynamic sports partnership content that delivers results

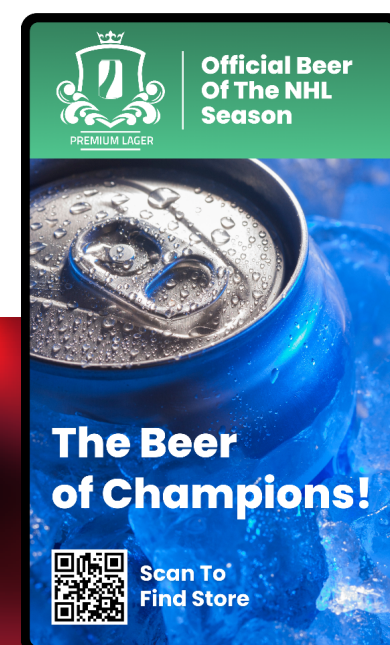
## BEST PRACTICES & CONSIDERATIONS

Programmatic channels support the most testing capabilities. Use these insights to inform additional channels where engagement is restricted or limited

A certain impression threshold is required to achieve statistical significance, based on volume and length of campaign. E.g. for Display, we recommend 1 million impressions/version



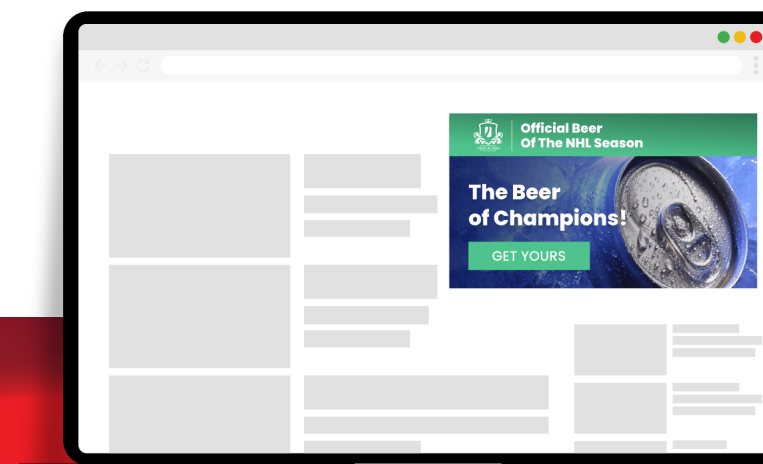
### DOOH



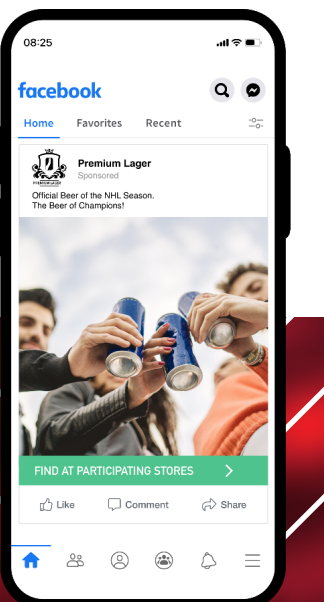
### CTV / OTT / VIDEO



### ONLINE VIDEO



### SOCIAL

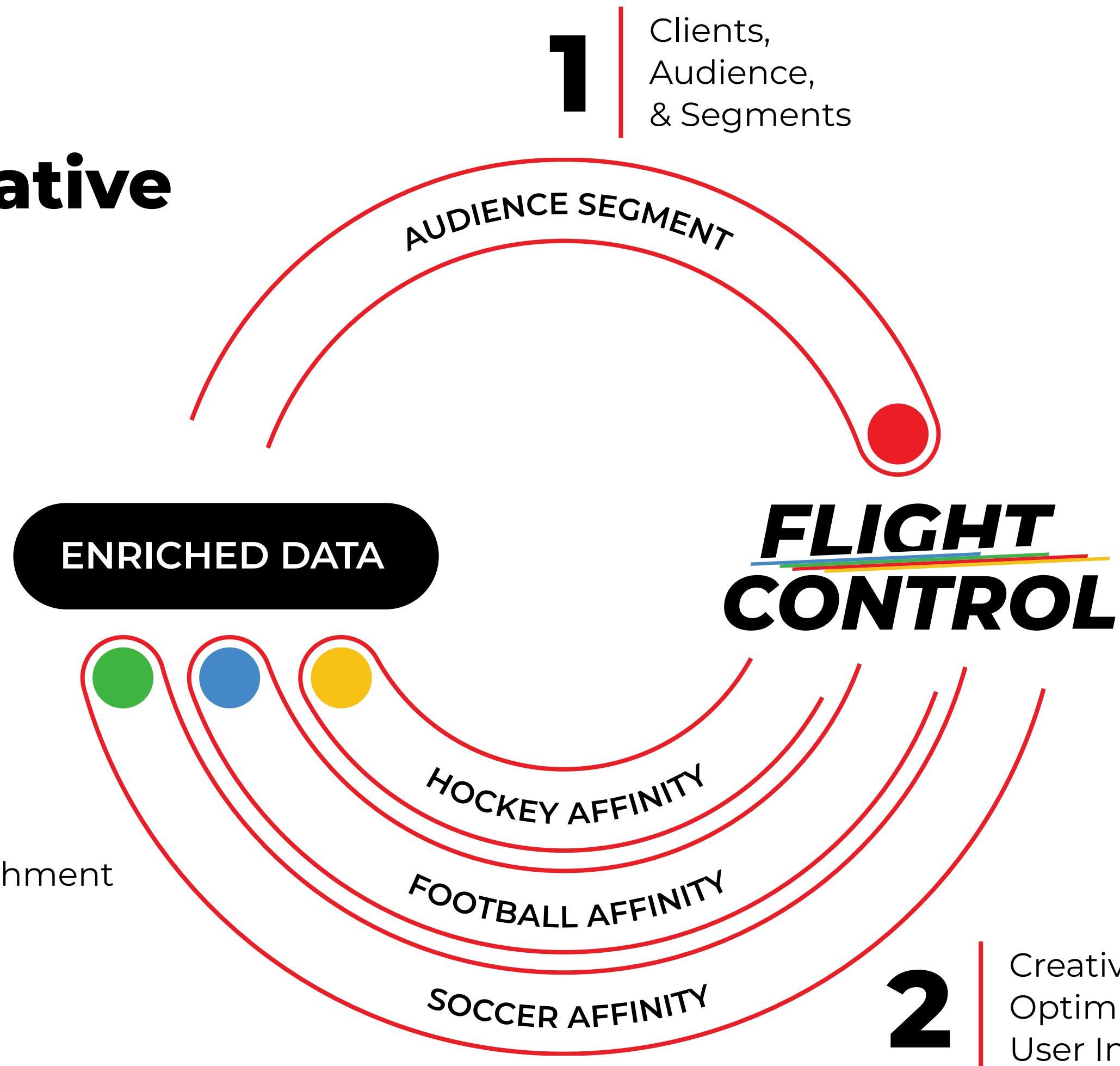




DCO DATA

# Enrich First-party Audiences with Creative Engagement Data

Treat every impression like a small experiment, so your media dollar doubles as a research dollar



**1** Clients, Audience, & Segments

**3** Audience Enrichment for Enhanced Segmentation & Media Buy

**2** Creative Testing, Optimization & User Insights





A background image showing a person's hands holding a baseball. The image is split into two color schemes: the left side is a solid red color, and the right side is a grayscale image of a baseball field.

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Ready to build a more effective campaign that engages sports fans?

**[Click here to drop us a line](#)**

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