

Bay to Breakers utilizes PrograMetrix digital advertising solutions to promote the world’s largest “fun run”, helping increase total revenue by 15% year over year

Founded in 1912, Bay to Breakers is one of the largest footraces in the world with 40,000+ participants and 100,000+ spectators annually. Bay to Breakers set a Guinness Book world-record for largest costume run in the world and continues to be a staple in San Francisco entertainment.

With endurance sports growing in popularity year-over-year, event marketing brands are competing against new local and national destination races for registrations. Even Bay to Breakers, one of the most well-known races in the world, needs to find ways to differentiate their race and marketing to keep up with the influx of competition. Since 2014, Bay to Breakers has partnered with PrograMetrix to diversify the event’s media plan, introducing new channels like Connected TV and utilizing industry leading programmatic technology to consistently improve campaign performance while increasing

“We can’t say enough good things about our partnership with PrograMetrix. They provide tremendous value and serve as a true extension of our marketing team. Our event continues to grow each year and they play a pivotal role in our success.”

Jake Hirsch – Manager, Endurance Sports

About PrograMetrix

PrograMetrix is a data-driven programmatic agency that helps brands improve their advertising performance through turn-key management of ad tech platforms backed with streamlined agency processes, proprietary campaign optimization techniques, and a core focus on brand-safety across Display, Mobile, Video, Digital Audio, Connected TV, Social, Native, and Paid Search channels.

Challenge

- Find a programmatic partner who could help elevate their online marketing and drive bottom-line revenue growth
- Efficiently manage a lean advertising budget across multiple online channels
- Create a competitive advantage through new programmatic tactics to increase brand awareness in new markets

Solutions

- Transition digital media from Google to enhanced, programmatic technology
- Granularly optimize to unique engagement metrics to drive increased revenue
- Introduce new programmatic channels like Digital Audio and Connected TV to increase race awareness in new markets

Results

- Year over year increase in total revenue from digital campaigns since 2014
- Through in-depth optimizations, decreased cost-per-registration by nearly 10%
- Drove over \$200k in total revenue through diverse omnichannel campaign strategy

-9.89%

Decrease in Cost per Registration YOY

+15%

Increase in Total Conversions YOY

+19.57%

Increase in CTR% YOY

\$200k+

2018 Total Revenue Generated