

## USC Athletics generates 4X ROI on digital advertising by partnering with PrograMetrix to drive Football & Basketball ticket sales

Competition for consumers' attention is fierce in the "Entertainment Capital of the World." Despite an iconic brand and legendary football program, USC needs to think outside the box to fill its world-class athletic facilities which includes the nearly 100,000-seat LA Coliseum and 10,000-seat Galen Center for football and basketball games.

USC Athletics marketing department knew they needed to invest their marketing budget more efficiently and effectively in digital channels to increase ticket sales. Realizing there was room for improvement in advertising performance, USC partnered with PrograMetrix to manage their programmatic and paid search campaigns. The team at PrograMetrix assessed historical campaign data to develop a forward-thinking media strategy and flawlessly executed the campaign with advanced optimization techniques to generate a 4X ROI and 2X year-over-year improvement in advertising performance.

"PrograMetrix opened our eyes to how the best sports organizations are executing digital. We now have an innovative plan with new channels like Audio and CTV that helped us generate a 4X return. They helped us implement a new digital corporate sponsorship program that has added value for our sponsors while increasing revenue."

Craig Kelley – Chief Marketing Officer

### 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

- Select a new agency or technology provider to manage digital advertising campaigns
- Increase ticket sales and lower average cost-per-sale for football and basketball
- Find new ways to enhance corporate sponsorship activation & increase revenue

#### Solutions

- Omnichannel campaign management & access to 24/7 reporting dashboard
- Leverage content engagement, click, and transactional data to guide optimizations
- Train corporate sponsorship team on digital audience extension to increase revenue

#### Results

- 4X ROI in programmatic and paid search advertising – 2X YOY improvement
- 474% improvement in Cost-per-Sale
- Running campaigns in 5 channels: Display, Mobile, Video, Audio & Connected TV
- Launch new Digital Audience Extension packages for corporate sponsors

**4X**

Return on Investment

**474%**

Improvement in Cost-Per-Sale

**3,500%**

More Data Points Optimized

**2X**

Improvement in YOY Results