

**IN BRIEF****INDUSTRY**

- Fantasy Sports

**CHALLENGES**

- Cost effective lead generation
- No historical advertising

**SOLUTION**

- Create specific ads for placements on different platforms

**\$6.78 a click to \$.73 a lead**

A fantasy sports company needed to find a way to get cost effective leads in a very competitive market.

**THE CHALLENGE**

- The company had a ton of content but no historical advertising data to show what exactly their audience was interested in.
- They were also in a highly competitive space where brand recognition was critical.
- Short sales cycle. Fantasy sports has a few week sales cycle before the given season starts, leaving little opportunity to run a/b test and use data to make strategic decisions.

**THE SOLUTION**

With no real opportunity to test as we needed to generate results in only a few weeks, we tested everything at once making very fast decisions on what to turn off and double down on.

- The first step was figuring out where users were going to engage with the content. We knew it was Facebook and/or Instagram, but needed to find the most cost effective platform.
- We created 2 variations of every ad for various placements. That means we made 2 Facebook/Instagram feed static images. 2 IG/FB videos. 2 IG/FB stories static image. 2 IG/FB stories video. The goal here was to see what played better, video or image, what placement worked better and what message in the ad variation worked better.
- The ads ran for 5 days and we immediately saw results. IG stories won by a mile, costing \$.73 a lead while other placements were over \$6 a click.

**RESULTS**

Our client produced 4,000 leads in 3 weeks. The client's product ran a lifetime value of \$79. The client spent \$10,000 in ads for a return of roughly \$316,000.