

# NHL.TV ads amplify fan excitement.

NHL.TV, with the help of Google Partner MuteSix, significantly boosts subscriptions among hockey fans around the world.



## 347%

YTD ROAS and 27%  
YoY increase in ROAS



## +80%

impression share on  
competitors' keywords



## 25%

more transactions  
with 2% fewer clicks

## Goals

- Attract as many new subscribers to the digital service as possible while maintaining a mutually agreed upon ROAS threshold.
- Achieve a greater impression share on key related web searches on competitors' keywords.
- Win a greater market share in critical high-value international and foreign language markets.

*"AdWords was instrumental in converting the NHL's fans into NHL.TV subscribers."*

-Jon Wirt, Director of Marketing, NHL at BAMTECH

## Results

- MuteSix used automated bid strategies, promotional ad copy, countdown customizers, and promotion extensions to highlight subscription price drops, resulting in a 25% increase in purchases.
- NHL.TV's AdWords search ads targeted branded keywords, generic hockey searches, competitors' names, and foreign language queries; and drove an 80% rise in impression share on competitors' search terms.
- NHL.TV's targeted ads also increased YTD ROAS by 347%, a leap of 27% from the prior year. Its penetration improved in 12 foreign markets, boosting revenue generated from AdWords by 21%.