

Tampa Bay Lightning

An integrated digital marketing plan generates ticket sales for the Tampa Bay Lightning



Background

The Tampa Bay Lightning is one of 8 NHL Professional Hockey teams in the Atlantic Division of the Eastern NHL Conference. Like other teams, the Lightning have the ongoing need to drive single and season ticket sales and revenue. To accomplish these goals, the Lightning chose to partner with Mogo Interactive.

Objectives

Mogo's digital efforts strongly supported the Lightning's existing marketing objectives, including delivering important traffic to their website and ticketing pages. Major campaign goals were:

1. To increase season-long and single ticket sales for the 2015-16 season
2. To drive overall website traffic and brand/team awareness

Solutions

Mogo developed a highly targeted, multi-channel marketing campaign, integrating display, mobile, and Facebook campaigns to generate awareness and drive ticket sales from new and existing audiences. Leveraging Google's advanced DoubleClick online advertising platform and an additional robust social media advertising platform, Mogo created campaigns for both retargeting known audiences and prospecting to new (lookalike) audiences. Mogo leveraged the Lightning's robust offline data by retargeting contacts in the Lightning CRM database.



Performance Summary



\$21,000

A \$21,000 media budget was allocated for the duration of the campaign. This budget applied to the entire campaign and was utilized for both Facebook and Display elements, as well as ongoing campaign optimization.



\$544,073

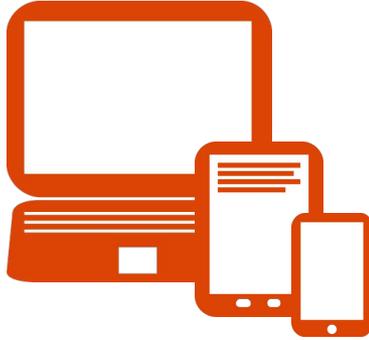
Over the course of the campaign, Mogo Interactive was able to track over \$500,000 of campaign-correlated revenue.



2,432%

After calculating the total correlated revenue, Mogo was able to determine a total return on ad spend (ROAS) of 2,432%

Other Key Results



+19%

Mogo saw a 19% lift in conversions using Cross-Device measurement from DoubleClick by Google.



60,622

Mogo tracked 60,622 campaign correlated actions on Facebook. This includes page likes, post engagement, site visits, conversions.

Conclusion

The new era of multi-platform media consumption requires digital marketers to continually optimize their campaigns across digital formats and channels. Like the Lightning, many teams face the challenge of managing finite budgets to drive ticket sales. Digital media is a targeted, measurable, and effective way to manage limited budget and to return the greatest return on investment. For the Tampa Bay Lightning, a \$21,000 budget resulted in over \$500,000 of correlated revenue.

“Mogo was on top of our campaign from start to finish. They were proactive and you could tell our success was just as important to them as it was to us. They made sure we knew every nuance affecting the campaign so as to provide a positive outcome for everyone. They have an amazing reporting dashboard so when I need to report up, it’s easy. I highly recommend the team at Mogo Interactive.”

Jarrod Dillon | EVP Sales & Marketing