

USF Athletics: Boundless Ticket Sales

BOUNDLESS BULLS

TICKET VOUCHER 10-PACK

PRESENTED BY



Boundless Ticket Sales

About USF Athletics

"Bulls lead the stampede to victory. They do not follow. From AAC conference titles to achievements in the classroom to community involvement, USF's student athletes have a long list of accomplishments to their credit."

Challenge: Increase Ticket Sales

Let's not complicate this: Sell more tickets than the previous year and provide a higher Return on Ad Spend (ROAS).

MA+A Strategy

We utilized 2 main products 1) Google Ads- Display, Remarketing, Search & Gmail 2) Facebook Ads Manager

1) Google Ads: Top, Mid & Lower Funnel Approach.



Fig 1: Ads seen online (Display + Retargeting)

Display Ads: Top of Funnel

These ads were placed in local news digital outlets, USF related websites & college football websites (ESPN, Bleacherreport.com,

cbsports.com) to generate awareness. Audiences who have previously searched for anything USF or college football related on Google were also targeted.

Remarketing + Gmail: Middle of Funnel

We utilized a data pool of past customers and people who have already visited the USF website to target these audiences and remind them of the offer.

In respect to Gmail, once any words related to USF football or college football appeared in their inbox, we captured that audience.

Search: Bottom of Funnel

By collecting data on those individuals who interacted with the display & remarketing ads, we then targeted those specific individuals with ads prompting them to purchase tickets.

2) Facebook

Wide > Narrow: Using data on past season ticket holders we made a lookalike audience to increase our target market. This allowed us to target a wider audience with the same behavioral characteristics as those people who bought tickets in the past and are therefore more likely to purchase tickets.

After time, the audience was narrowed to a lookalike audience that must be interested in USF & Tampa and be broadly interested in NFL or college football. This allowed for extremely granular targeting.

Two Tier Approach: Initially we used a static image and drove people to the USF website. This allowed us to capture an

audience for retargeting while increasing awareness of the offer.

For the second half of the flight we used a video to advertise and drove people directly to the Ticketmaster website to ensure a more seamless process when they purchased a ticket.

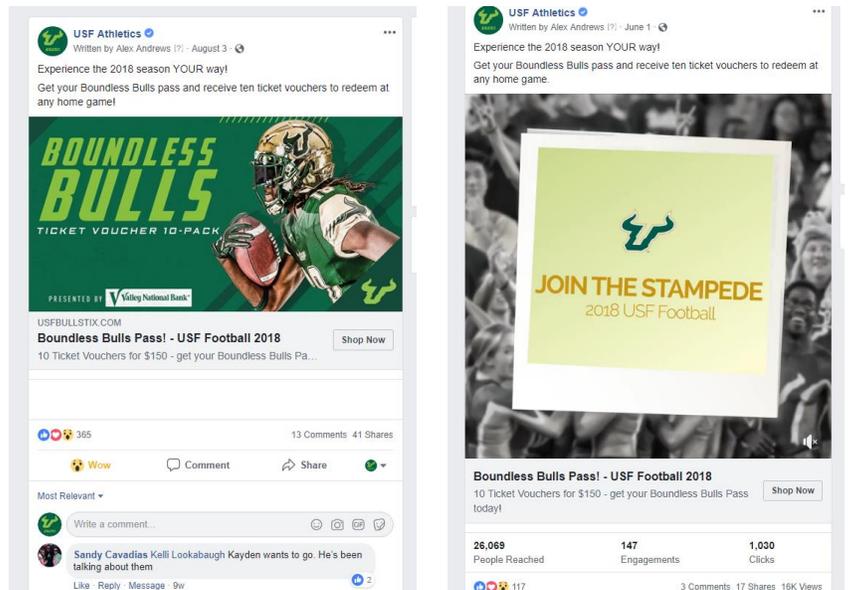


Fig 2: Ads seen in your Facebook feed

Results + Return on Ad Spend (ROAS)

- **Google: 161% ROAS**
- **Facebook:**
 - **394% ROAS**
 - **3.39 avg time ads seen/person**
 - **453,528 impressions**
 - **720 engagements (likes, comments, shares)**
- **Ultimate bragging rights for football coach!!**

"USF announced it has sold 16,491 football season tickets, more than a 1,000-ticket increase from this time last season and one of its best figures in the last half-decade."- Tampa Bay Times

See article [here](#)