



ENTERTAINMENT

# SPREADING AWARENESS FOR THIS LOCAL HOCKEY TEAM

 FARGO, ND



## GOAL

- The goals of this campaign were to drive awareness of hockey season and website traffic to get users to enter a weekly contest for ticket giveaways.

## CHALLENGES

- This client used Social Advertising to help boost website traffic however they could not get the Facebook pixel installed on their website. However, even with this obstacle, the client was satisfied with the amount of traffic generated.

## RESULTS

- The goals were reached by running a combination of awareness and traffic based campaigns, testing various audiences including core audiences of users interested in hockey and family entertainment, custom & lookalike audiences based on campaign's video view and Facebook page engagement.
- The client also supplied a compiled list of entries after each promo that we were able to use to retarget to future contests and create lookalike audiences off of, to reach new users similar to those who entered to win. This retargeting took place of website retargeting since we did not have the pixel installed and proved to be really effective!

# 17.8K+

USERS DRIVEN TO  
WEBSITE

# 3M+

IMPRESSIONS

# 279K+

UNIQUE USERS

