

# JACKSONVILLE ICEMEN

## “FOOTBALL ON ICE”

ECHL team, the Jacksonville Icemen, ran a one-week Mobile campaign targeting NFL football-goers at Jacksonville Jaguars home games as well as those in town for the UF vs. UGA College Football game. During this short time frame there were three Icemen Hockey Games scheduled and the opportunity to turn those football fans into hockey fans!

### STRATEGY & TACTICS

- **Proximity:** We utilized Proximity Targeting with our Mobile product to reach sports fans in the right location -- the Jacksonville Jaguars stadium.
- **Campaign Success:** We delivered over 248K impressions in a one week period, reaching attendees at NFL and College football games.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

**RESULTS**

**248K+**  
IMPRESSIONS DELIVERED

**60%**  
ESTIMATED SAR LIFT ABOVE BENCHMARK

