



San Antonio Spurs sell more tickets with slam-dunk marketing



Company Overview

The San Antonio Spurs are a professional National Basketball Association (NBA) team.

“Quantcast has delivered significant value for us. Not only does their insight into the entire internet audience drive great results for our digital campaigns, but it has also informed our media spend in other marketing channels.”



JORDAN MANDELKORN
MARKETING MANAGER, SAN ANTONIO SPURS

CHALLENGE

Founded in 1967, the San Antonio Spurs are an NBA team known for their consistency year after year. Being the only professional sports team in San Antonio, Texas, the Spurs have a special connection with their fan base and were looking for an advertising solution that could reach fans specifically seeking single game tickets, value-night tickets, or resale tickets, at scale.

RESULTS

Insights into purchasers' media behavior helped inform a more efficient and effective media mix. Ticket buyers prospected by Quantcast converted 5x more than the site average. The Quantcast campaign delivered 850% return on ad spend (ROAS), beating the campaign goal by 3x.

SOLUTION

The Spurs were able to efficiently grow their ticket sales by identifying high-potential prospects similar to their current fan base.

- **Efficient Prospecting:** Quantcast minimized wasted impressions by reaching people who most closely matched the online behaviors and patterns of the Spurs' existing online ticket purchasers.
- **Smart Retargeting:** Quantcast kept the Spurs top of mind with potential ticket purchasers by identifying and converting the Spurs' highest-value website visitors.
- **Audience Insights:** With Quantcast-provided data, the Spurs learned that their fans were most likely to make ticket purchases on Friday afternoons. This information helped to inform advertising messaging and to manage daypart reach for other channels, such as television.

HIGHLIGHTS



850%

ROAS, beating the campaign goal by 3x



5x

more conversions than the site average