

Grand Slam: Driving MLB Ticket Sales with TV

Baseball may be America's favorite pastime, but in 2018, overall attendance for Major League Baseball (MLB) games **dipped below 70 million** for the first time in a decade. To turn this trend around, some teams reevaluated their TV ad strategies to strengthen ticket sales.

Team X, an American League team, knew TV was a powerful tool to reach engaged audiences. But that's all it knew – it had no way of knowing what buy elements (networks, days, programs, etc.) worked best. To maximize every dollar of its TV budget, Team X needed a granular view into TV performance to ensure spots reached the right people, in the right places and at the right times to drive response and, ultimately, ticket sales.



Measuring TV's Batting Average

Team X made its TV ad buys through an agency, which used reach and frequency metrics to gauge campaign success. While happy with the agency, Team X had no way of quantifying TV's real-world impact – specifically, how it directly drove response (website traffic and search) and sales. The latter of which were made through an online ticket sales and distribution company.

With the majority of its media budget going to TV, Team X needed a way to harness valuable response and spot data to quickly prove its impact.



Covering the Bases with Performance Analytics

After reading an article about how a national brand turned TV into a performance-marketing channel, Team X's head of marketing discovered TVSquared. As the worldwide leader in TV attribution, **TVSquared's ADvantage platform** generated real-time, actionable insights on the performance of TV spots.

TVSquared worked with Team X, its agency and ticket partner to run the following data sources through ADvantage for analysis:

▶ **Spot-level data for all aired creatives**

▶ **Minute-level ticket sales data**

▶ **Response data for search and website traffic**

Within 30 minutes of the data upload, ADvantage began generating performance insights.



Using Insights to Get TV in the Strike Zone

With ADvantage, Team X identified the buy elements – the days, time slots, networks, programs, genres, creatives and audience segments – that were driving response and sales.

While it knew TV was effective, the marketing team was surprised to learn which aspects were working, and which weren't pulling their weight.

- ▶ **Despite a significant amount of spend being devoted to weekend buys, Saturday and Sunday spots did not perform well. Conversely, Monday through Thursday were the best days for response, while Friday was the clear winner for driving ticket sales.**
- ▶ **The daytime time slot was the strongest performer, with primetime and early morning close behind. And despite being economical, overnight and late fringe resulted in almost no response uplift.**
- ▶ **"The Today Show," local 6:00 p.m. news and "¡Despierta América!" were overwhelmingly the highest performing programs, while "Saturday Night Live" and "The Big Bang Theory" reruns drove little interest.**
- ▶ **Creative length significantly impacted TV-driven response, with 15-second ads generating response, and 30-second ads driving ticket sales. Team X's 180-second spots proved to be ineffective.**

Team X used these insights to then optimize its TV media plan for the following season.

Surmising that people preferred to research upcoming plans during the week, with certain viewers committing to ticket purchases on Fridays (pay day for many), Team X made more weekday buys. It shifted budget to higher performing time slots and programs, including more Spanish-language shows. Team X also ran 15-second ads early in the week to drive response, and 30-second spots later in the week to promote ticket sales.

Team X credits TVSquared for helping make TV work harder and smarter. Not only did Team X implement changes to its TV strategy, but it now continuously measures and optimizes TV throughout the season. It regularly makes in-flight changes to improve performance, ensuring that TV continues to be the most powerful marketing tool for ticket sales.

Contact TVSquared to learn how you can measure and optimize TV for performance: