**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 and media strategies to strategically increase 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 idea of knowing what buy elements (networks, programs, etc.) worked best, to maximize every dollar of TV budget. Team X missed a granular view into TV performance to ensure spots reached the right people, in the right places and at the right time 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 is directly drive response (website traffic and search) and sales. The latter of which makes through-the-buy analytics, 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 provided daily, 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. When it knew what 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 slot time was the strongest performer, with primetime and early evening laboring behind. And despite being economical, overnight and late fringe resulted in almost no response uplift.

The “Today Show” local 6:00 PM news and “Despierta America” were overwhelmingly the highest performing programs, while “Saturday Night Live” and “The Big Bang Theory” received 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.

Summing that people preferred to research upcoming plans during the week, with certain viewers committing to ticket purchases on Friday (pay day for many), Team X made more weekday buys. It shifted budget to higher performing time spots 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 improve on their media strategy, but it now continuously monitors and optimizes TV throughout the season. It regularly makes in-flight changes to improve performance, ensuring that it continues to be the most powerful marketing tool for ticket sales.

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