

Betting on greener odds: Using dynamic CTV creative to boost reach and conversions for sports betting brand

Discover how we did it

A **Canadian online sports betting brand** was looking to boost their brand awareness and grow their market share with Ontario's recent legalization of sports betting.

They turned to MiQ for our extensive experience and capabilities in **CTV creative and cross-channel targeting** to optimize their ad spend during major sports events in the NHL, NFL, and World Cup.

With MiQ's **CTV creative strategy and deterministic targeting**, the brand **saw a boost in incremental reach to new audiences**, directly resulting in **greater brand awareness and brand consideration**.



Our client is a Canadian company specializing in online sports betting.

- With sports betting now legalized in Ontario, the client wanted to **boost their brand awareness and grow market share through major sports events.**
- They approached MiQ for our expertise in CTV ad strategies and our access to Samba ACR data for **deterministic targeting in households watching NHL, NFL, and World Cup games.**
- The brand was also looking for innovative ways to leverage creative to **drive high conversion rates and engagement.**

GOALS



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MiQ helped the client plan, activate and measure a **comprehensive CTV programmatic campaign** through:

- ▶ **Deterministic Targeting:** Using ACR technology, we were able to achieve deterministic retargeting on OLV for households watching NHL, NFL, and World Cup. Additionally, Environics Analytics datasets were used to refine audiences with gambling tendencies, along with geo-targeting in sports bars during live games.
- ▶ **TV Sync:** We were able to sync and display the client's creatives to TV sports moments and within two seconds of competitor ads being aired.
- ▶ **Dynamic Creative:** We connected with the client's API to stream real-time betting odds to our dynamic creative. A QR code was used to encourage users to download their app, adding a consideration layer to the awareness campaign, driving immediate action.



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SOLUTIONS

MiQ

The campaign results were a touchdown!

70%

Incremental Reach

Through our dynamic CTV solution, we were able to extend incremental reach to **~284K additional households** who were unreachable through **traditional linear TV activity**.

99%

VCR

The campaign **achieved a higher video completion rate (VCR)** compared to the campaign KPI of 95%.

2x

Engagement

The dynamic ad units with live betting odds resulted in **2x more QR code scans to download the app** compared to static ads.



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RESULTS