Digital Mouth

DM Sports™

Precision Media for Modern Sports Brands & Sponsors

FROM THE STADIUM TO THE STREAM: SMARTER ADVERTISING FOR MODERN SPORTS FRANCHISES & SPONSOR BRANDS

DM Sports™ is an all-in-one media offering from Digital Mouth that empowers professional sports franchises, collegiate and amateur teams, and their corporate partners to amplify brand visibility, engage audiences across every stage of the fan journey, and drive measurable ROI through ticket sales, merchandise purchases, and sponsor activations. Powered by advanced data science and predictive AI, our solutions maximize audience impact, deepen loyalty, and strengthen the connection between fans, teams, and sponsors.

SOLUTION SNAPSHOT

Audience Data Activation
Unify first-party, third-party, and contextual data into actionable audience segments.

Advanced & Proprietary Targeting
Combine behavioral, contextual, and geo-intelligence with compliance-first precision.

Hyper-Personalized Media
Ensure every interaction drives deeper trust, relevance, and measurable growth.

Data Experience Cloud
Real-time analytics and predictive AI enables smarter decisions and measurable growth.

THE CHALLENGE

Advertising in sports is uniquely dynamic. Fragmented fan data, evolving digital behaviors, and expectations for real-time engagement make it difficult for teams and sponsor brands to deliver consistent, measurable, omnichannel experiences. From ticketing limitations and inconsistent data capture to the demands of always-on fan engagement, every campaign must blend precision with creativity without sacrificing performance or brand integrity.

Brand Alignment Across Teams & Sponsors

Teams must advance franchise narratives, revenue goals, and sponsor commitments simultaneously. Consistent messaging across franchise channels, partner activations, in-venue assets, and digital platforms adds significant complexity for both sides.

Fragmented Fan Data & Measurement

Fan and sponsor data often sit across ticketing systems, CRMs, social platforms, loyalty programs, streaming partners, and sponsor databases. This fragmentation makes it hard to attribute media to ROI and understand the complete fan journey.

Rising Fan Expectations

Fans now expect personalized, immersive experiences before, during, and after every game. Teams and sponsors must deliver relevant, real-time content that resonates with families, superfans, season ticket holders, mobile-first followers, and out-of-market audiences.

Audience Targeting Limitations

Teams and sponsors lack unified fan profiles and shared partner data. Instead, contextual, behavioral, and geo-intelligent signals must be used to find high-value audiences: local supporters, past buyers, fantasy players, event attendees, and loyalists.

Cross-Channel Complexity

The modern fan journey spans social, CTV/OTT, search, apps, email, team sites, sponsor platforms, and in-venue screens, yet few organizations can engage cohesively across them. Unifying data, creative, media, and performance is essential to driving growth for brands.

Digital Mouth solves these challenges through media innovation that delivers seamless, fan-first, multi-channel experiences with:

01 Unified, High-Value Audience Data
Activate rich fan and consumer insights by unifying ticketing data, digital behavior, loyalty programs, and sponsor-relevant signals, enabling precise, privacy-safe targeting.

02 Omnichannel, Cross-Device Strategy
Reach fans wherever they follow the team with platform-specific content across all digital channels, enhancing ticket sales, engagement, and sponsor visibility throughout the season.

03 Sophisticated Audience Targeting
Accurately reach high-value audiences such as past ticket buyers, local supporters, superfans, VIP prospects, fantasy players, and sponsor-aligned consumer segments.

04 Data Science & Performance Analytics
Leverage advanced analytics, predictive AI, and attribution modeling to accurately measure ROI, empowering teams and sponsors to make smarter, faster decisions.

THE SOLUTION

Digital Mouth empowers sports teams and sponsor brands with full-funnel, multi-channel media experiences that captivate fans, elevate engagement, and convert audiences across every phase of the fan journey, while strengthening loyalty, increasing revenue, and driving long-term value. We leverage advanced data science and predictive AI to identify and retarget high-intent fan segments, deliver unmatched performance across high-volume campaigns, and maximize ROI at both the team and partner level.

Whether building brand affinity, deepening community connection, increasing ticket demand, boosting partner activations, or tailoring personalized content that resonates with specific fan interests and behaviors, our capabilities are purpose-built to address a wide range of use cases throughout the season and beyond. Our all-in-one solution ensures seamless integration and tailored strategy for diverse objectives, helping teams and their sponsors win across every touchpoint.

AUDIENCE DATA ACTIVATION & SEGMENTATION

Managing, securing, and activating fan and customer data has become one of the most critical challenges in modern sports marketing. Digital Mouth delivers a comprehensive, compliance-first approach to audience management that enables teams, leagues, and sponsor brands to responsibly connect first-party and privacy-safe data sources, protecting fan trust while powering more relevant, measurable engagement across every channel.

Privacy-Safe Audience Segmentation

Digital Mouth unifies fragmented online and offline data sources, e.g. ticketing, CRM, mobile app activity, merchandise history, loyalty programs, and contextual fan behavior, into a single, actionable view. All audience segments are developed and activated within a CCPA- and GDPR-compliant framework, ensuring secure, regulation-aligned data use across every touchpoint without relying on third-party cookies. By combining first-party data enrichment with hundreds of verified sports, retail, and behavioral data partnerships, we empower teams and brands to reach fans, ticket buyers, premium purchasers, and sponsorship targets with precision, privacy, and measurable impact across the entire fan experience.

Examples of our Third-Party Data Partners & Inventory:

DATA SOURCES →

AUDIENCES		Epsilon	experian	TruAudience By TransUnion	neustar A TransUnion Company	LOTAME
	Fans & Ticket Holders	Connects past sports retail behavior to high-propensity fan segments	Targets fans by income, house-hold composition, purchase behavior, and entertainment affinity	Households with entertainment spend, streaming sports viewers, cross-device sports content consumers	Predictive scoring for households with high purchase likelihood for premium and season tickets	Targets digital sports enthusiasts consuming news, streaming sports clips, and visiting sports forums
		ACXIOM	INMARKET	bombora	AnalyticsIQ	mastercard
	Sponsor Brand Customers	Match fan persona groups with strong entertainment, travel, alcohol or beverage, auto, and retail affinities	Identify real-world visitation patterns and event-based fan clusters for local sponsorship targeting and game activations	Signals when brands, businesses, or consumers are "in-market" for categories relevant to team sponsors	Maps motivation, personality, and buying driver for brand partnership activations across digital channels	Target based upon spending patterns with anonymous transaction-based audience segments

IMMERSIVE, HYPER-PERSONALIZED MEDIA

Media Performance at Scale Across Fan Segments

Coordinating campaigns across diverse fan groups, game schedules, markets, and sponsorship objectives is increasingly complex. Digital Mouth's ability to optimize custom audiences for specific ticket and premium fan experiences, merchandise categories, and sponsor activations, combined with campaign management and real-time reporting, enables teams and brands to deliver high-performing omnichannel campaigns at scale. Whether targeting single-game buyers, season ticket prospects, out-of-market fans, or high-value sponsor segments, we ensure every message reaches the right fan at the right moment.

Reach Fans Across Every Media and Device Experience

Maintaining a consistent digital presence with privacy-compliant campaigns across multiple touchpoints ensures teams and sponsors connect with fans where they consume sports content most. It means showing up across the platforms fans already use to follow teams, watch highlights, check scores, buy tickets, and shop for merchandise.

Omnichannel Platform Mastery

CTV	Search	Mobile	Video
Audio	Display	DOOH	In-Game
Native	Social	PMax	Emerging

Success Across the Industry:

- **Professional Sports Leagues & Teams:** NFL, NBA, WNBA, MLB, NHL, MLS, NWSL, international leagues, and minor and developmental leagues
- **Collegiate Athletics:** Power Five and Group of Five conferences; Division I, II, and III athletic programs, NIL collectives, university ticketing and fundraising departments
- **Corporate Partners & Sponsors:** Automotive, financial services, insurance, telecom, healthcare, retail, CPG, travel, QSR, beverage/alcohol, gaming, streaming, and technology partners
- **Merchandise & Licensing:** Team stores, e-commerce retailers, global licensing partners, apparel and footwear brands, and on-premise retail operations
- **Live Event & Venue Operators:** stadiums, arenas, ballparks, racetracks, and multi-purpose entertainment venues; promoters and touring sports properties
- *And many more*

100% verified ad inventory across all networks and publishers with a focus on brand safety

50+ partnerships with the leading exchange partners and inventory marketplaces

2,000+ evergreen, private deals with the top web, app, and television programmers

IMMERSIVE, HYPER-PERSONALIZED MEDIA
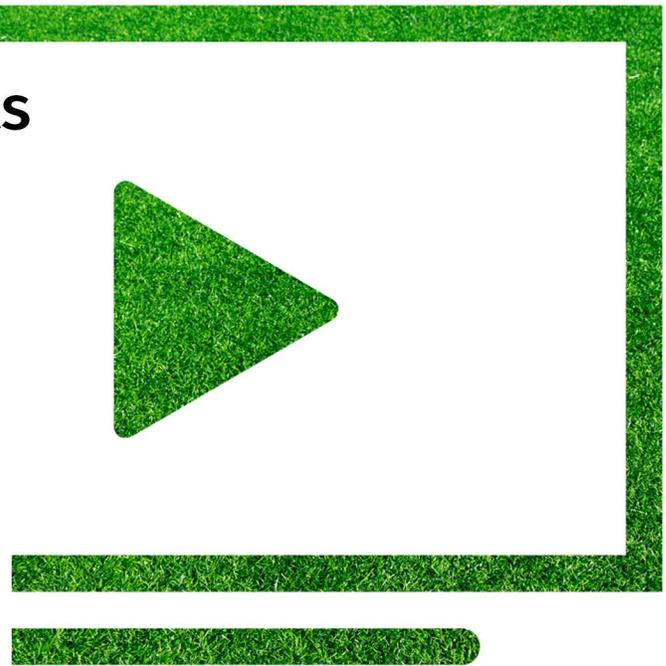**Live Sports & Connected TV Advertising at Scale**

Reach fans when attention is highest. Live sports represent one of the last true moments of mass, undivided attention. Digital live sports viewership continues to surge, with more than 121 million U.S. viewers projected in 2026, creating an unparalleled opportunity for brands, leagues, teams, and sponsors to connect with fans when engagement peaks. Digital Mouth enables advertisers to activate premium live sports inventory across Connected TV and complementary digital channels, combining the emotional power of live events with the precision, transparency, and measurability of programmatic media.

The Connected TV
Advantage for Live Sports

Connected TV delivers a step-change over traditional linear television by combining premium broadcast inventory with digital-grade intelligence:

- On-demand and live streaming access across Wi-Fi enabled devices
- Advanced targeting using behavioral, contextual, and first-party data signals
- Interactive ad formats including QR codes and clickable overlays
- Real-time analytics, engagement metrics, and user-level reporting

This transforms live sports advertising from broad demographic buys into accountable, performance-driven media.

Premium Live Sports Inventory

DIRECTV   ESPN   FOX SPORTS   peacock

fubo TV   hulu   NBC UNIVERSAL   Spectrum

Rogers Sports & Media   sling   univision   WARNER BROS. DISCOVERY

Why Live Sports with Digital Mouth

- Premium live sports access across CTV and omni-channel media
- AI-driven optimization at scale, handling billions of bid decisions per second
- Transparent, real-time performance reporting
- Brand-safe environments aligned with the most trusted sports publishers
- Scalable execution for teams, leagues, sponsors, and multi-market brands

ADVANCED & PROPRIETARY TARGETING

Remove the Complexities of Compliance

Targeting in sports goes beyond broad reach or generic fan definitions. Teams and sponsor brands must activate audiences based on real behaviors, e.g. how fans attend games, consume content, and engage across the live event ecosystem. From ticket seekers to season ticket holders, premium buyers, students, alumni, and sponsor-aligned audiences, brands must reach distinct segments while protecting fan trust and meeting privacy standards. Digital Mouth delivers compliant, proprietary targeting that connects fans to high-impact experiences across channels, maximizing efficiency and long-term fan and sponsor value.

What's Inside the Targeting Stack?

Digital Mouth combines behavioral, contextual, and location-based signals into a powerful targeting stack designed specifically for sports brands:

Behavioral & Intent Signals: Reach in-market fans actively searching for relevant experiences or products, identifying audiences most likely to attend, buy, or engage in the moment.

Geo & Proximity Layers: Target with precision around stadiums, arenas, campuses, sports bars, retail locations, and live events to drive attendance, engagement, and conversion.

Contextual Alignment: Deliver relevant team and sponsor messages within the sports content and apps fans already trust for scores, highlights, news, and live event coverage.

Conquesting: Reach fans within defined markets by engaging audiences aligned with competing teams, events, or entertainment options where competition for fan attention is strongest.

TARGETING CATEGORY	TARGETING TACTIC	REAL WORLD EXAMPLE
Location-Based	Addressable Geo-Fencing	Serve localized ads to fans within defined radii around stadiums, practice facilities, rival venues, or key event locations, e.g. promote last-minute ticket upgrades to fans within 10 miles of the arena on game day, or activate sponsor offers near tailgating zones and sports bars.
Audience-Based	Audience Lookalike Expansion	Expand reach by modeling new audiences that mirror high-value fan segments such as season ticket holders or loyalty members, e.g. identify new fans who behave like premium ticket buyers and target them with early access offers or sponsor-backed VIP experiences.
	Custom Third-Party Audience Targeting	Leverage third-party datasets to reach fans and consumers based on lifestyle, purchasing behavior, and brand affinity, e.g. target high-income households for premium seating offers or activate sponsor campaigns aimed at automotive buyers, travelers, or frequent event attendees.
	First-Party & CRM Data Activation	Activate team and sponsor CRM data to personalize messaging and unlock cross-sell opportunities, e.g. target past ticket buyers with renewal incentives, or allow sponsors to reach opted-in fan segments with exclusive partner offers.
	Premier Retail & Transactional Data Targeting	Leverage anonymized transaction and purchase behavior to identify high-value sports consumers, e.g. target fans who recently purchased sports apparel, travel packages, or event tickets with premium experiences or sponsor promotions.
	Fan Lifecycle Targeting	Segment audiences by their relationship to the team or event, e.g. deliver renewal messaging to season ticket holders, upsell premium experiences to multi-game buyers, or nurture casual fans with content-first engagement.
	Cross-Partner Audience Sharing (Privacy-Safe)	Enable sponsor activations using approved, anonymized fan segments, e.g. allow sponsors to activate against ticket buyers, VIP attendees, or loyalty members without exposing PII, improving sponsor ROI and partnership value.
Contextual	Contextual Targeting	Place ads alongside content that naturally aligns with fan interests and moments of attention, e.g. promote ticket packages or streaming options next to game previews, playoff analysis, fantasy sports articles, or live-score environments.
	Category Contextual Retargeting	Align team and sponsor messaging with relevant sports-adjacent content categories, e.g. serve airline or hotel sponsor ads alongside travel content during away-game weeks, or promote fitness sponsors within training, wellness, or performance content.
	Keyword Contextual Retargeting	Deliver ads on pages containing relevant sports and event-driven keywords, e.g. serve ticket or sponsor ads on pages discussing "playoff scenarios," "rivalry games," or "best seats in the arena."
	Event-Based Trigger Targeting	Activate campaigns based on real-world events, schedules, or moments, e.g. trigger ticket or sponsor ads when a game goes into overtime, a rivalry matchup is announced, playoff qualification becomes likely, or weather conditions impact attendance.
	Live Moment & Real-Time Targeting	Adjust targeting and messaging in near real time based on live game or cultural moments, e.g. serve sponsor or merchandise ads immediately following a big play, win, trade announcement, or player milestone to capture peak fan emotion.
	Attention & Viewability-Optimized Targeting	Optimize toward high-attention placements, not just impressions, e.g. prioritize inventory where fans spend more time watching or engaging, increasing sponsor message recall and brand lift.
Retargeting & Conversion	Campaign Retargeting	Re-engage fans who interacted with prior campaigns by delivering sequential messaging that advances them down the funnel, e.g. retarget users who clicked on a schedule release ad with ticket bundles, or re-engage sponsor activation viewers with exclusive discounts or giveaways.
	Site Retargeting	Re-engage fans who visited team or sponsor sites but did not convert, e.g. retarget users who abandoned a ticket checkout flow or browsed sponsor landing pages with reminders, incentives, or limited-time offers.
	Dynamic Retargeting	Serve creative dynamically based on the fan's last interaction or interest, e.g. promote single-game tickets to fans who viewed upcoming matchups, merchandise to users who browsed jerseys, or sponsor offers tied to the last content consumed.
	Keyword Search Retargeting	Retarget users based on real-time search intent tied to sports consumption, e.g. re-engage fans searching for "tickets near me," "game time tonight," or "team merchandise" with personalized offers and sponsor messaging.

ADVANCED & PROPRIETARY TARGETING

Addressable Audience Curation™

Our Addressable Audience Curation (AAC) tool enables sports teams and sponsor brands to build highly precise, privacy-safe audiences based on real fan behaviors, affinities, and engagement signals. The platform curates addressable audiences at the household, ZIP, venue-radius, or fan-segment level using thousands of demographic, lifestyle, purchase, media-consumption, and sports-interest variables. The result is smarter, more relevant fan engagement across the full season lifecycle from awareness and ticket demand to sponsor activation and loyalty.

Key Benefits:

- Curate highly granular fan, household, or market-level audiences using premium sports, lifestyle, and behavioral datasets.
- Activate privacy-safe, addressable audiences without relying on third-party cookies or exposed PII.
- Reach fans across devices and formats, including CTV, mobile, desktop, audio, and digital out-of-home.
- Drive measurable outcomes tied to sports KPIs such as ticket sales, game attendance, merchandise purchases, and sponsor engagement.
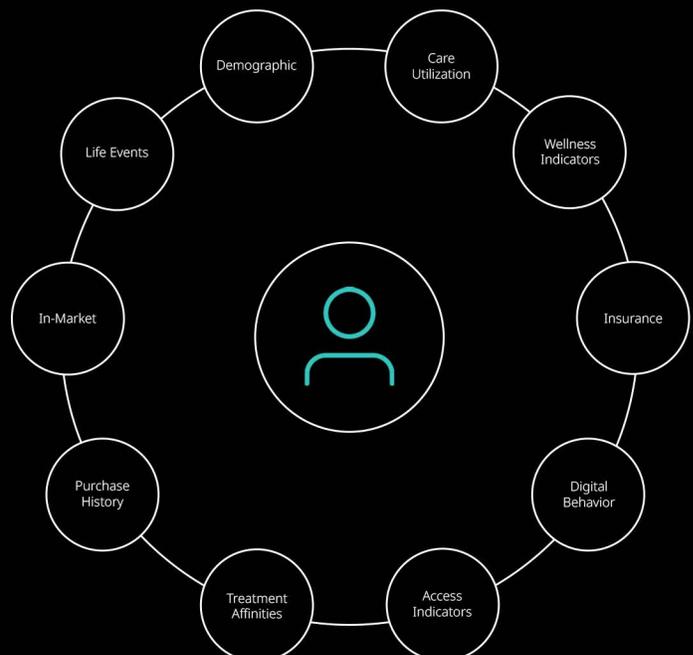
126M
U.S. households within reach

90%+
average match rate

3000+
audience data variables

HOW IT WORKS

1. **Data Aggregation:** Unify ticketing, CRM, loyalty, and fan engagement data with premium sports and consumer signals into one secure view.
2. **Audience Building:** Create high-value fan segments using geography, behavior, purchase intent, and team or sponsor affinity.
3. **Boolean Logic:** Use AND/OR rules to refine audiences by attendance patterns, media consumption, and brand interests.
4. **Household & Fan -Level Targeting:** Activate precise household and fan clusters for localized ticketing and sponsor campaigns.
5. **Cross-Device Activation:** Extend campaigns across all connected devices for consistent, privacy-safe reach and engagement.

Demographic
Care Utilization
Life Events
Wellness Indicators
In-Market
Insurance
Purchase History
Digital Behavior
Treatment Affinities
Access Indicators

Examples of attribute categories

ADVANCED & PROPRIETARY TARGETING

Contextual Targeting with Page Context AI™

In sports marketing, relevance is driven by moment, mindset, and passion. Fans consuming game recaps, ticket information, athlete news, fantasy analysis, or sponsor-related content are highly engaged and primed to act. Page Context AI ensures team and sponsor messaging appears in the moments that matter most, alongside the sports content fans are actively consuming, without relying on third-party cookies or personal identifiers.

Powered by advanced machine learning, the tool scans more than 400 million pages in real time, expanding targeting far beyond basic keywords. By understanding sports context, sentiment, and engagement signals, the platform aligns team and sponsor brands with high-quality, brand-safe environments where fan attention and credibility are strongest.

How It Works:

- **Content-Aware Placement:** Ads appear alongside content such as game previews, ticket searches, athlete coverage, league news, or sponsor-aligned editorial.

- **Customizable Contexts:** Define in-context and out-of-context phrases to align placements with team priorities, sponsor categories, and brand guidelines.

- **Real-Time Optimization:** AI continuously balances scale and relevance to maximize performance across millions of fan impressions.

- **Adaptive Learning:** Targeting refines over time using performance data to improve placement accuracy, engagement, and downstream outcomes.

Unique Advantages for Sports Marketers:

- **Brand-Safe & Privacy-First:** 100% cookieless targeting with no PII, ensuring compliance while protecting fan trust.

- **Higher Fan Engagement:** Reach fans when they are actively consuming sports content, driving stronger recall, affinity, and action.

- **Sponsor Alignment:** Precisely match sponsor brand messaging with relevant sports moments, content categories, and fan interests.

- **End-to-End Transparency:** Pre- and in-flight domain verification delivers visibility, control, and confidence across every campaign.
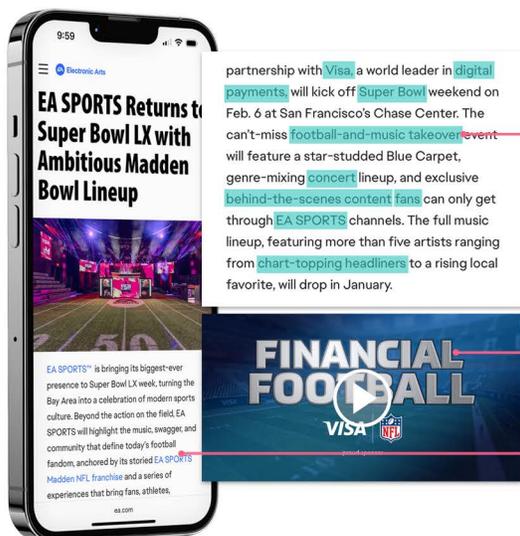
Natural language processing

AI-powered targeting includes related phrases and excludes double-meanings

Hyper-relevant ad placements

400M+ URLs analyzed every 2 weeks

In-Context Phrases (relevant):	Out-of-Context Phrases (non-relevant):
Super Bowl VISA digital payments content fans financial literacy	Tickets lifestyle brands fitness luxury experiences health-conscious

DATA EXPERIENCE CLOUD

Dashboard Reporting & Analytics

Our Data Experience Cloud unifies fragmented fan, ticketing, sponsorship, and media data into a single, actionable intelligence layer built for modern sports organizations. By connecting data across teams, leagues, venues, and brand partners, the platform gives marketing leaders the clarity and confidence needed to plan, activate, and optimize media investments at speed.

Purpose-built for outcomes-driven sports marketing, the platform puts revenue and partner impact at the center of reporting. Teams and sponsor brands can directly link media performance to measurable business results such as ticket sales, season renewals, sponsor lift, venue traffic, and fan engagement. With predictive modeling and real-time optimization, marketing leaders can move beyond impressions and prove true ROI across every activation.

Key Features:

- **Role-Based Views:** Customized dashboards by market, venue, team, sponsor, channel, campaign, and KPI.

- **Real-Time Performance Insights:** Live visuals show how media and spend impact tickets, engagement, and sponsor results.

- **Predictive AI Optimization:** Forecast channel mix, budget shifts, and revenue impact before campaigns launch.

- **Flexible Reporting:** Export full dashboards or individual KPI cards for executives and partners.

Key Benefits of Data Experience Cloud:

- **Unify Fan & Partner Data:** Create a single, governed source of truth across fan, ticketing, sponsorship, venue, and media data.

- **Predictive Insights:** Use AI modeling to anticipate ticket demand, fan lifetime value, loyalty, and sponsor performance.

- **Scenario Planning:** Model messaging, channel mix, and promotion strategies to forecast impact before campaigns launch.

- **Outcome Focus:** Connect media performance directly to tickets sold, attendance, merchandise revenue, and sponsor ROI.

- **Enterprise Security:** Maintain data integrity and compliance across teams, partners, and platforms.

TOUR THE DASHBOARD

DATA EXPERIENCE CLOUD

Predictive AI & Data Science

Our predictive AI and data science tools transform complex fan, ticketing, sponsorship, and media data into clear, actionable intelligence for sports organizations and brand partners. Using advanced algorithms and real-time analytics, we anticipate fan behavior, optimize media investment, and forecast performance with precision across seasons, events, and markets. By unifying disconnected data sources into a single intelligence layer, we turn complexity into clarity, empowering teams and sponsors to drive measurable growth, prove ROI, and maximize impact across every channel and activation.

Scenario Tester™

Simulate "what-if" scenarios to forecast media and operational performance under changing market conditions. By modeling variables such as competitor spend, schedule intensity, marquee events, or budget shifts, teams and brands can predict impact before making investment decisions.
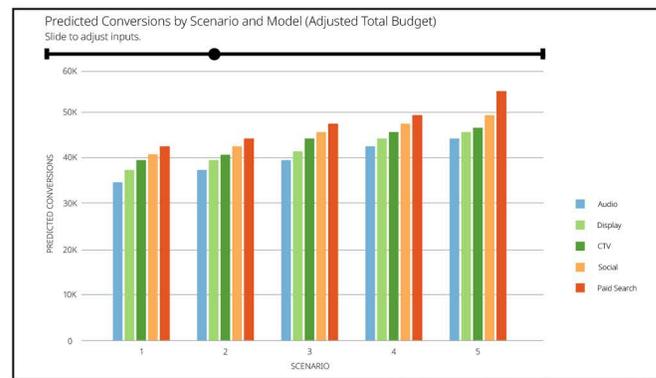
Dashboard example of Scenario Tester measuring the effect of budget changes on conversions across channels.

Performance Matrix™

Connect media investments directly to bottom-line outcomes at the team, venue, or sponsor level, giving marketers a clear line of sight from media spend to ticket sales, attendance, and brand impact. Accurately attribute campaign performance to revenue and engagement KPIs across local markets, venues, and sponsor portfolios to prove ROI with confidence.
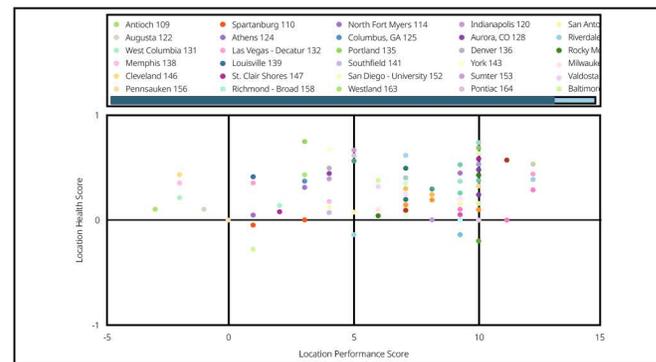
Dashboard example of Performance Matrix measuring the impact media and conversion optimization can have on the operational health of a multi-location brand.

FootFlow™

Measure and predict how digital media drives real-world attendance, connecting campaign exposure to verified venue foot traffic and on-site conversions. By linking media spend to ticket scans, attendance lift, and in-venue engagement, teams and sponsor brands can quantify true impact on fan acquisition, retention, and game-day performance at the local market level.

Media Effectiveness Report — Site: Houston 158 — Report Date: 06/1/2024 - 06/30/2024

Summary Table

Month 6	User In	Turn in Rate %	Visit Duration	Returning Rate	Sales Conversion
Before Campaign	457	11.8%	10.1 mins	10%	10.2%
During Campaign	862	15.1%	18.2 mins	20%	14.3%
After Campaign	539	12.1%	12.5 mins	15%	13.7%
During vs. Before Campaign (%)	88.6%	27.9%	80.2%	100%	402%
After vs. Before Campaign (%)	17.9%	2.5%	23.8%	50%	34.3%

Dashboard example of FootFlow measuring the impact campaign performance had on location foot traffic and revenue during an off-peak time period for a multi-location brand.

Pro Sports Team Accelerates Ticket Sales, Fan Engagement & Merchandise Revenue Through Digital Omnichannel Activation

Overview

A globally recognized professional sports franchise sought to increase ticket sales, deepen fan engagement, and grow merchandise revenue across its home and international markets. While brand awareness was strong, the team faced challenges converting casual fans, reactivating lapsed attendees, and reaching digital-first audiences across fragmented channels. Partnering with Digital Mouth, the franchise unified fan data, deployed precision targeting at scale, and connected media performance directly to business outcomes.

How We Did It

Fan Audience Curation & Data Strategy
Digital Mouth built advanced fan segments combining first-party ticketing and CRM data with behavioral, location, and sports-interest signals. Audiences were refined by attendance history, purchase frequency, merchandise affinity, and engagement level, allowing the franchise to distinguish between season ticket holders, single-game buyers, lapsed fans, and high-value prospects.

Omnichannel Activation Across the Fan Journey
Campaigns were activated across high-impact digital environments, including CTV, premium sports publishers, social, mobile, and display. Content was sequenced by funnel stage, promoting upcoming games, limited-time ticket offers, team storylines, and exclusive merchandise drops. Messaging dynamically adapted based on fan segment, device, and timing to maximize conversion.

Geo & Proximity Targeting Around Games & Events
Geo-targeting and proximity layers were deployed around the stadium, entertainment districts, sports bars, and key community events. This enabled timely messaging to fans before, during, and after games, reinforcing ticket urgency, driving last-minute attendance, and promoting in-venue and online merchandise offers.

Predictive AI Optimization & Scenario Testing
Digital Mouth's predictive AI and data analytics engine identified shifts in ticket demand, engagement, and merchandise performance, reallocating spend to the highest-impact opportunities. Team leaders gained live visibility into performance across games, markets, and fan segments, driving faster decisions and stronger results.

The Results

62%
Increase in Online Ticket Sales

48%
Lift in Digital Fan Engagement

39%
Increase in Merchandise Revenue

55%
Decrease in CPA

6.7X
Higher Overall Campaign ROI

Global Banking Brand Leverages Pro & College Sports Sponsorships to Promote Financial Literacy Across Digital Media Ecosystem

Overview

A global financial services brand sponsoring professional and collegiate sports set out to expand fan engagement into measurable action beyond game day and drive participation for its fan-centric, financial literacy program. Partnering with Digital Mouth, the brand unified fan data to reach fans actively researching relevant financial information, activated precise targeting across an omnichannel ecosytem, and converted financial education moments into program enrollment and new account openings.

How We Did It

Fan Audience Curation & Data Strategy
Digital Mouth built high-impact fan segments by combining first-party program data, anonymized household and behavioral signals, and sports interest indicators. Audiences were refined by team affiliation, student vs. alumni status, household life stage, and financial intent, ensuring targeting remained compliant with financial marketing regulations while maximizing relevance and scale.

Conversion-Focused Omnichannel Ecosystem
Media was activated across the channels fans naturally consume before, during, and after games, including live sports streaming, team and campus digital properties, mobile apps, and social feeds. Messaging was sequenced to move fans from sponsorship exposure to action, introducing financial education on game days and retargeting high-intent fans with conversion-focused offers that drove program sign-ups and account openings.

Audience Segmentation & Intent-Driven Targeting
Advanced segmentation along with real-time behavioral and contextual intent signals, including sports and financial research activity, were layered with geo-targeting around stadiums, arenas, tailgating zones, and college campuses, allowing campaigns to deliver tailored financial literacy messaging at moments of peak relevance.

Data Science & Predictive Outcome Modeling
Data Experience Cloud unified media, marketing, and brand data into a single view, powering predictive AI that identified which fan segments, channels, and content drove program enrollment and new account openings, enabling real-time, outcome-focused optimization.

The Results

76%
Increase in Program Enrollment

112%
Lift in Digital Fan Engagement

15%
New Account Opening Rate

48%
Decrease in Program CPA

8.9X
Higher Overall Campaign ROI

Ready to get started?

Contact us.

Digital Mouth is an independent, performance-driven media company built to redefine how advertising drives real business growth. Free from the constraints of holding-company models, we operate with speed, intelligence, and accountability—focused on outcomes, not optics.

We build strategy, buy, and optimize media with precision, fusing advanced data science, predictive AI, and real-time optimization to create digital media ecosystems that continuously learn and perform. Our work moves beyond impressions to measurable impact, transforming signal into insight, insight into action, and action into sustained growth.

Powered by senior media strategists and elite data scientists, Digital Mouth delivers intelligent, scalable solutions across channels, markets, and industries. We partner with brands and agencies that demand more from their media—more clarity, more control, and more return.

This is media without compromise.
Media built to evolve.
Media built to win.

www.digitalmouth.com