

In an effort to effectively reach new audiences, the Tampa Bay Lightning partnered with Blue Digital to improve their messaging and targeting approach. For the 2016–2017 NHL season, the team used look-alike models in conjunction with creative tailored to awareness tactics—driving more fans to the arena.



GOAL

Reach the 2M people in Tampa and surrounding areas not attending Lightning games.

STRATEGY

Combine Blue-powered target prospecting with awareness-specific banners to reach new audiences most effectively.

TARGETING TACTICS USED

- LAL Targeting (New-To-File Fans)
- Affinity Targeting
- Direct Retargeting



Identifying the fans you didn't know you had.

RESULTS

40% New-to-file fans

20% YoY increase in creative performance with Blue.

7.05X ROAS for Look-Alike (LAL) Targeting

3.31X ROAS for Direct Retargeting

2.45X ROAS for Affinity Targeting

CREATIVE ALIGNMENT

Creative developed specifically to align with LAL Targeting.



Direct creative speaks to highly propensed fans.



LAL creative speaks to broader audiences, inspiring them to convert.