

# POSTCARD RETARGETING BOASTS 11 : 1 ROI WITH NFL CLUB



An NFL Team leverages Full House Solutions' Postcard Retargeting capabilities to target website visitors of specific ticketing pages. The purpose of Postcard Retargeting is to place a postcard in the hands of individuals interested enough to be researching information on your website within 3-5 days. Receiving a Postcard within this timeframe is in the sweet spot of recall and relevance to bring individuals back to the site, call, or email to purchase their desired ticket package.

**THE GOAL:** Drive end of season 2019 ticket sales and 2020 Season Pass Memberships

**TARGET/CRITERIA:** Website visitors



## EXECUTION:

From December 6, 2019 through February 5, 2020, an average of 100 postcards per day were mailed to website visitors located within 75 miles of the team's stadium (*some days more and some less depending on website traffic*).




## RESULTS:

**11 : 1 ROI**

6,131 postcards generated 20 new accounts equal to **\$66,830** in new revenue.

This campaign was executed by the Full House Solutions Team and their partners.

For information on how to setup and execute this type of campaign for your organization, please contact:

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