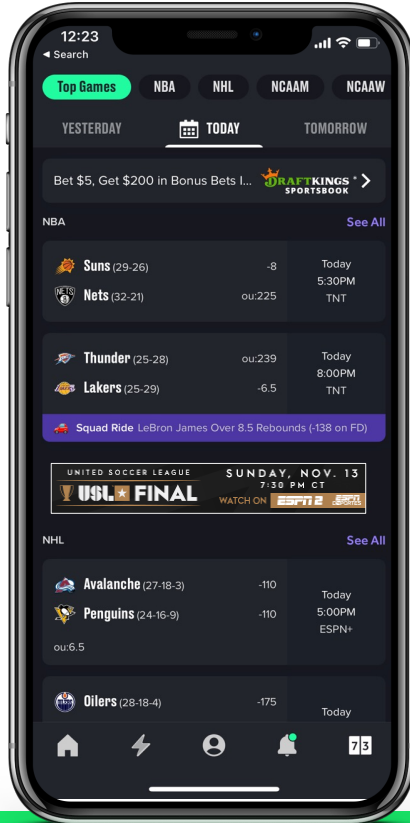


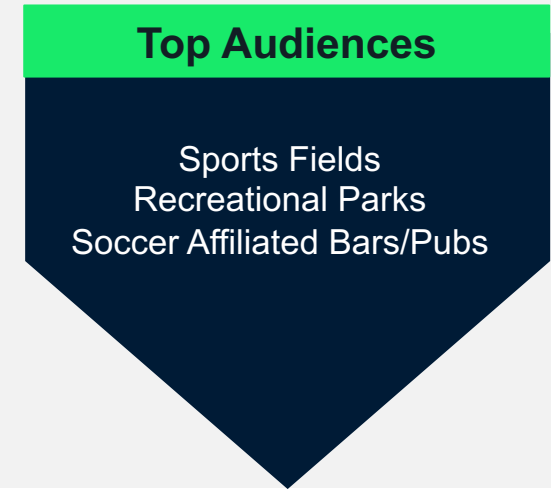
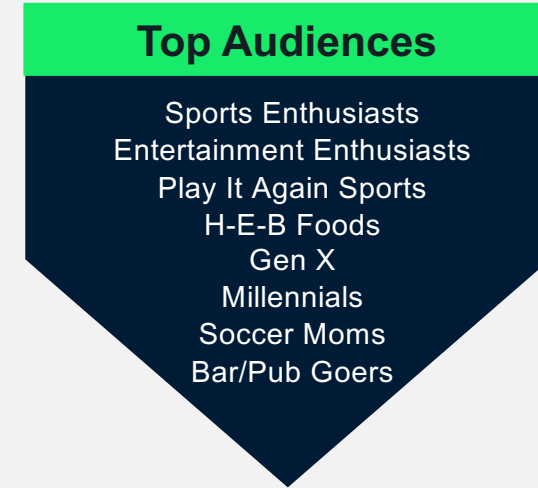


How Full House Solutions Drove Awareness and Visits to the USL Final Championship Game

Challenge: The client was seeking to generate ticket sales and brand awareness for the USL Championship final game located in San Antonio, TX. We wanted to be able to engage with users to purchase tickets to the game and tune in on ESPN2. By using unique **proximity targeting** and **audience targeting**, we promoted and drove awareness for the Championship final game.



*Visits can be tracked after the user is exposed to the ad and then enters the Blueprint of the stadium/arena.



Solution: With Full House Solutions unique location technology, we leverage real world visitation patterns and behavioral attributes. Location is the greatest indicator of intent and interest. We reach fans based on where they eat, go, play, and visit. By using multiple tactics such as geo-fencing and audience targeting, we can drive messaging to relevant audiences. Additionally, we can measure visitation to physical locations and provide additional attribution and ROI. Real world behaviors drive real business results.