

# Industry Success Stories

Sports/Gaming



## About the Client

A sports and betting company based in Florida used AdMessenger to reach sports fans during Super Bowl 2023.

## Campaign Details

During the Super Bowl, the campaign reached audiences of 21+ who were within a 4-mile radius of the State Farm Stadium in Glendale, Arizona. Using a layered approach, they also used audience data and targeted audiences interested in sports, sports betting, and online gambling.

## Messaging

Bet On The Super Bowl, Get Up To \$1,000 Back If You Lose.  
TAP HERE To Bet Now >>

## Results

The campaign delivered **99,383 impressions**, **1,873 taps**, and a **1.88% CTR!** Overall, the AdMessage garnered **477 hours and 55 minutes of exposure time.**

