



Canucks

Overview

The Vancouver Canucks needed to greatly extend their reach at a cost per conversion for potential Season Membership holders, to boost their Full Season Equivalents (FSE).

As a secondary goal and a means to achieving the primary, the Vancouver Canucks needed to unify and economize on their advertising efforts across all channels to boost season memberships, increase brand awareness, and to reach demographics that were previously elusive.



War Room was able to provide and exceed the amount of impressions and clicks they had projected and budgeted for – and we had hit our goal of hitting Full Season Equivalents (FSE’s).

Even I myself just browsing the internet could find ads in ESPN, Kijiji, and that’s when we realized wow...the reach of their display ad platform is impressive, and hit users we could never hit before. It was a big win for us.

— JAMES LIU,
DIGITAL ANALYST,
CANUCKS SPORTS &
ENTERTAINMENT

Objectives

- ◆ Extend their reach at a cost per conversion for potential Season Membership holders, to boost their Full Season Equivalents (FSE).
- ◆ To unify and economize on their advertising efforts across all channels to boost season memberships, increase brand awareness, and to reach demographics that were previously elusive.

Challenges

- ◆ To unify the Canucks’ advertising channels effectively to determine the cross-channel experience of the user
- ◆ Engaging in high barrier-to-entry, high-minimum services that were less effective results-wise.
- ◆ Maximize conversions for the Canucks’ across specific channels with an economical ad spend on a cost per conversion model ensuring every dollar spent led to results.

Solutions Implemented

- ◆ Data Reconstruction: Started from scratch as previous channel data was unavailable, employing a broad range of testing methodologies to identify the most effective channels for high conversions at specific customer touchpoints.
- ◆ Expansive Testing: Conducted rigorous testing across every channel and at every level, which enhanced viewership, clicks, and conversions, significantly boosting ticket sales while maintaining cost efficiency.
- ◆ Channel Optimization: Through careful cross-examination, identified underperforming channels, enabling strategic reallocation of the budget to high-performing areas and pausing less successful ones to optimize conversion rates.

Results

↑ 44,700+
clicks

↑ 2.43%
click-through rate

↑ 100%
sold out of full-season tickets

↑ 11.7 mil
impressions