

Programmatic showcase

Personalization and dynamic content for the win

Campaign objective

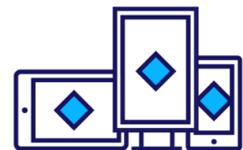
ESPN wanted to reach ACC fans in strategic Comcast markets to drive tune-ins when fans were on the go during big game times.

By personalizing creatives and using dynamic content, ESPN was able to achieve 612,515 impressions over the course of three games throughout Chicago.



Target audience

- Adults 18-54, General ACC Fans, Pay TV Comcast Subscribers



Campaign specification

- Chicago Digital Billboard (CDN)

In collaboration with

