

DC UNITED STADIUM

Case Study

Digital Ad Campaign



The Client

In 2014, the Major League Soccer Club, D.C. United, embarked on an ambitious endeavor to secure approval for the construction of a state-of-the-art soccer-specific stadium in Washington D.C.

Having pursued this vision since its establishment in 1996, the club aimed to realize a long-held dream by gaining the necessary funding and support for the construction of a new stadium.



The Goal

The overarching objective of the campaign was to garner the endorsement of the Washington D.C. City Council for funding the proposed soccer-specific stadium, as outlined in the [Stadium Development Act of 2014](#). Recognizing the significance of this endeavor, the Client entrusted GoNova with the responsibility of orchestrating a dynamic and multi-faceted acquisition advertising campaign. The campaign strategically aimed to mobilize city residents, compelling them to voice their support by sending letters advocating for the stadium to their elected officials. To do this, the Client hired GoNova to manage a multi-faceted acquisition ad campaign which drove people living in the city to send letters in favor of the proposed stadium to elected officials.

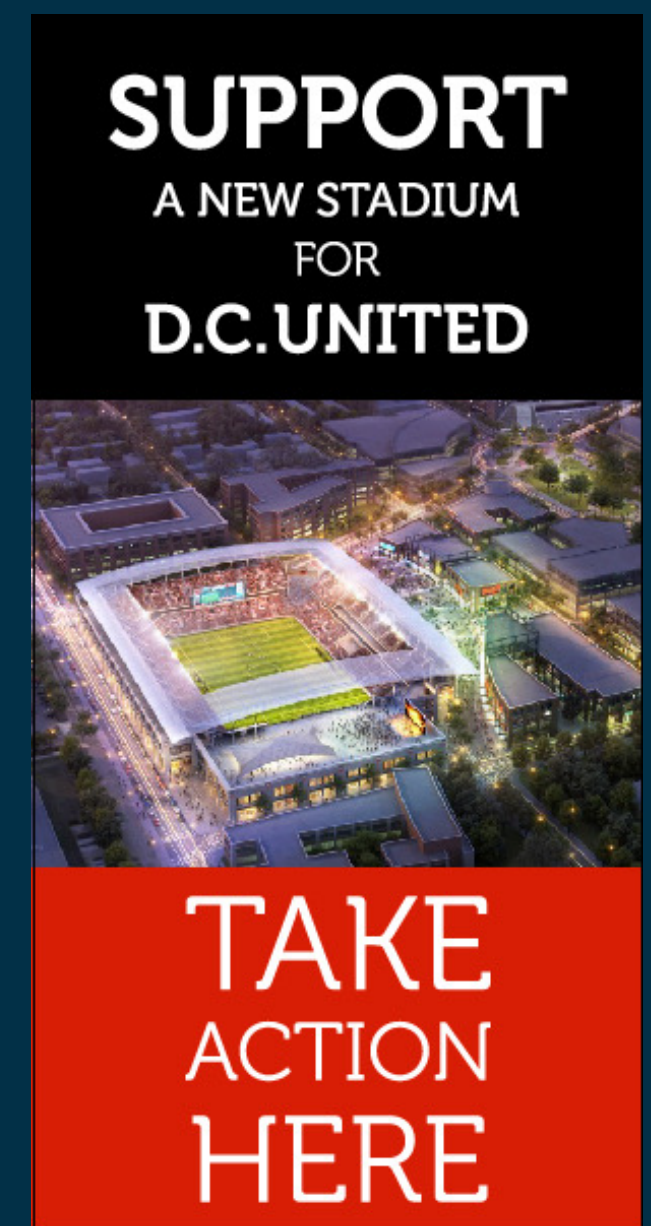
GoNova's Impact: Amplifying Engagement and Acquiring Emails

In a transformative collaboration, GoNova augmented the client's traditional canvassing and email campaigns. Leveraging cutting-edge digital strategies, we harnessed the power of targeted online advertising to engage with the community on a broader scale. By fostering a seamless integration between digital interactions and real-world action, our campaign yielded remarkable results.

The Goal (continued)

Notably, GoNova's innovative approach drove the acquisition of over 1,600 opt-in email addresses of highly motivated supporters, effectively expanding the client's outreach and establishing a robust digital foundation. This accomplishment not only amplified the campaign's impact but also laid the groundwork for sustained communication and engagement with a growing audience passionate about the stadium project. The project went on to be approved later that year.

Through this collaborative effort, GoNova not only assisted in achieving the campaign's immediate goals but also facilitated the creation of a lasting connection between D.C. United and its fervent supporters, marking a pivotal chapter in the journey toward a new era of soccer in the nation's capital.



Campaign Settings

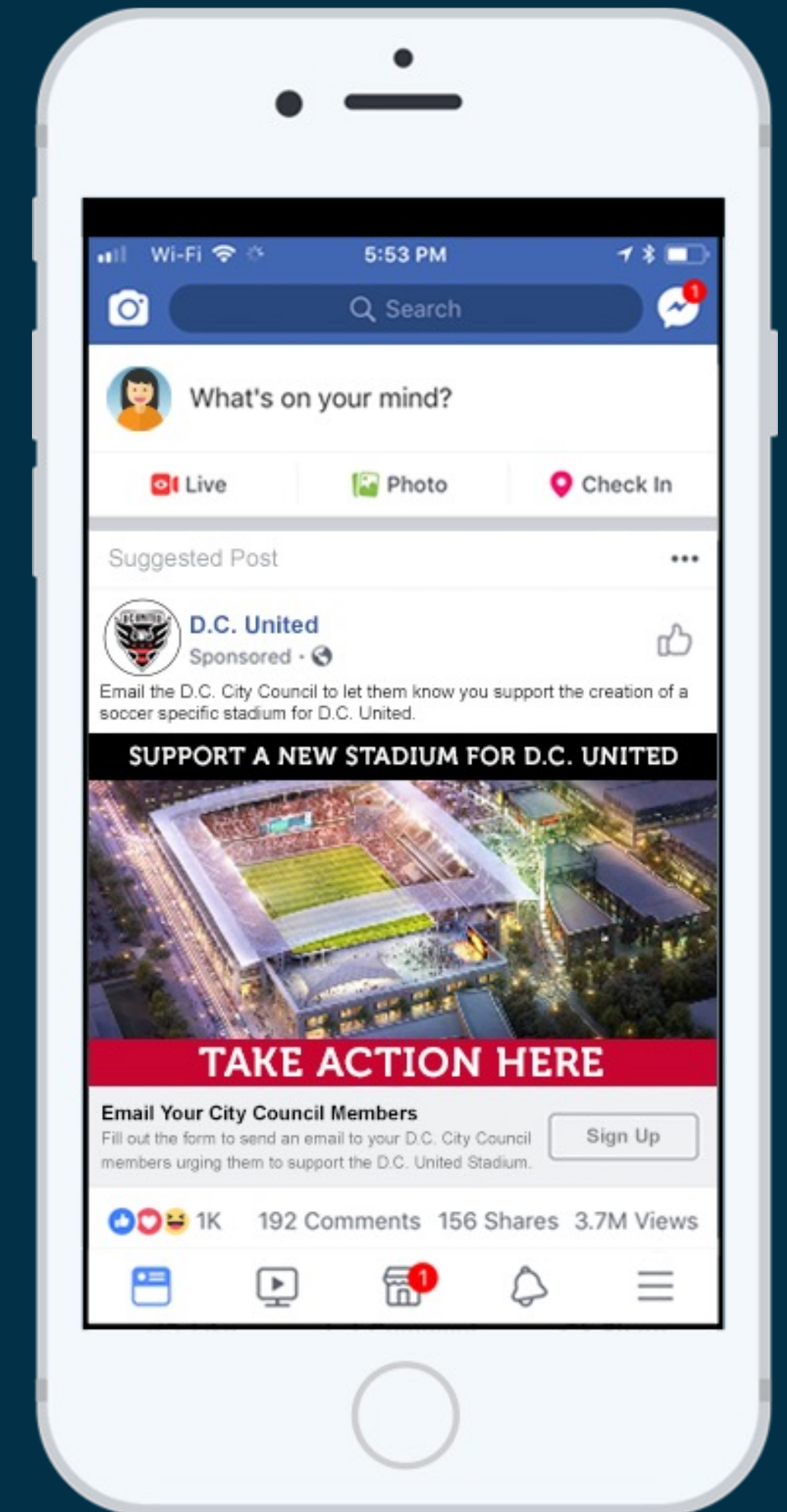
AD TYPES	GEOGRAPHIC	DEMOGRAPHIC
<ul style="list-style-type: none">Facebook Display AdsProgrammatic Display AdsGoogle Search Ads	Washington D.C.	Men and Women, ages 18-45, who live in the geo.
BEHAVIORAL		
<p>Utilize behavioral and contextual targeting methods of residents that have interests in soccer, D.C. United, Arsenal F.C., Chelsea F.C., Preston North End F.C., Everton F.C., Indoor soccer, Liverpool F.C., Manchester City F.C., Manchester United F.C., Eastern Market, Washington, D.C., Navy Yard, Washington, D.C., Tommy Wells, Washington Navy Yard.</p> <p>Additionally, we used retargeting data to build lookalike model audiences and prospecting likely supporters from various news, sports and weather channels.</p>		

The Tactics | Facebook Ads

The recipe for success for Facebook advertising is to reach a highly targeted audience the optimal number of times within a certain time period. GoNova's digital advertising team ensured this with **advanced, award-winning Facebook advertising technology** that goes above and beyond best practices. With Facebook ad campaigns, we can guarantee reach and frequency of ads served to a laser-focused audience.

For the D.C. United campaign, we utilized Facebook's image ads, with a goal of conversion. By installing Facebook's conversion tracking pixel within the ad landing page, we were able to see how many people that were served the ads, converted on the landing page by filling out the form to send a letter to their elected officials.

We also used that intricate data to further build audience models that retargeted those individuals that went to the landing page, but did not end up converting, and to build lookalike audiences based on the people who did end up converting. These methods allowed us to serve **highly targeted ads to potential supporters for maximum impact.**



The Tactics | Programmatic Display Ads

Programmatic bidding ensured that the client's campaign budget was spent in the most effective way possible.

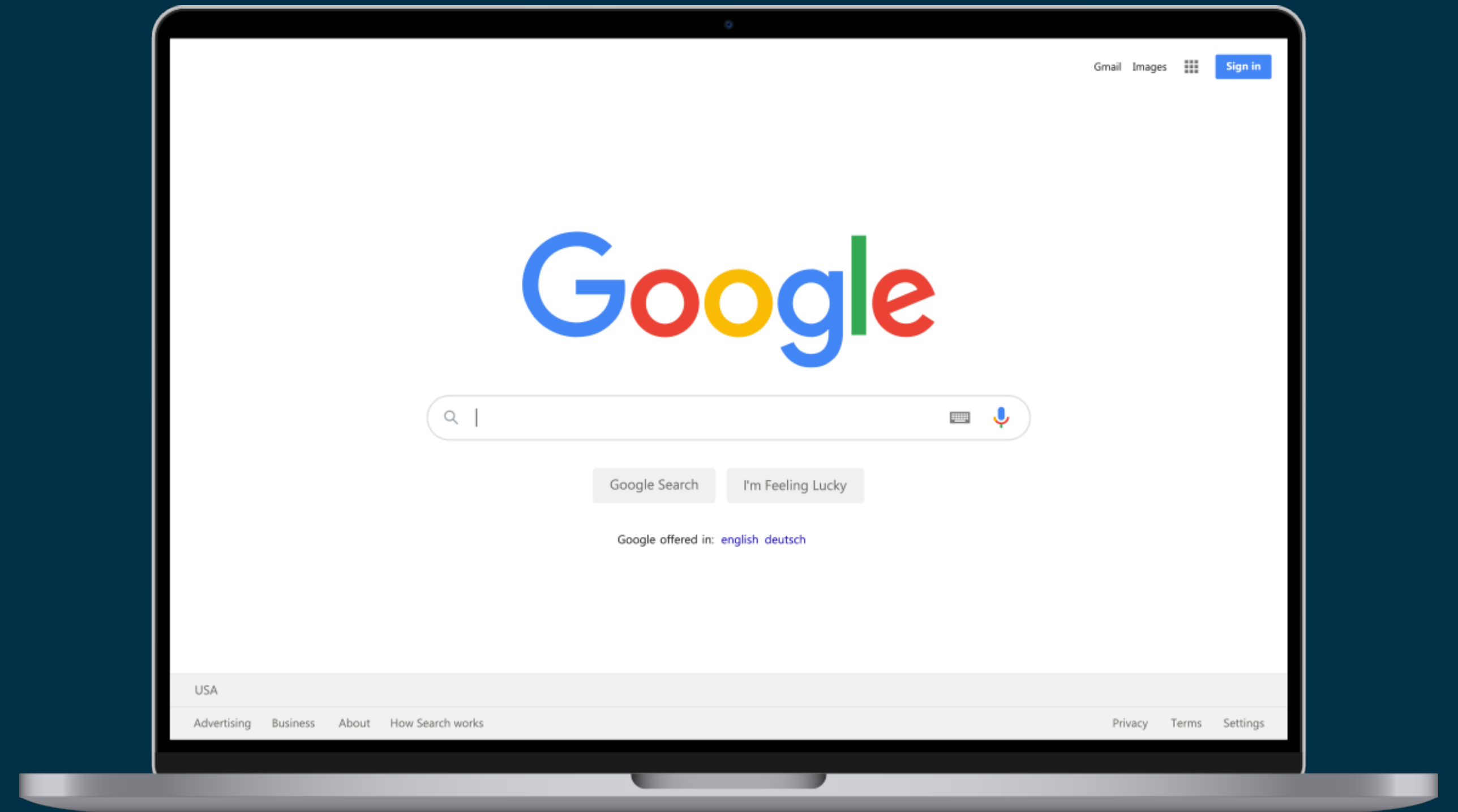
For this campaign, we selected **three main targeting methods**:

- 1. Contextual Targeting:** Contextual targeting looks at the category and keywords of the pages the potential supporter is browsing and serves them highly-relevant ads. By serving the client's ads to people showing interest in soccer, news and other sports, the digital advertising team was able to make sure that the ads they served were relevant, and conversion was more likely.
- 2. Geo Targeting:** Geo-targeting refers to the practice of delivering different content or advertisements to potential supporters based on their geographic locations. For this campaign, we targeted the ads to only serve to Washington D.C. residents, as they were the ones that would be most likely to convert and send an email to their elected officials.
- 3. Retargeting:** Retargeting, also called remarketing, is an online advertising method of reaching out to previous visitors of a client's website by displaying ads. Retargeting offers an opportunity to recapture potential supporters if they left the client's site without converting. For this campaign, we used retargeting to show display ads to people that had previously clicked the ad landing page but didn't end up filling out the form that sent a letter to their elected officials.

The Tactics | Google Search Ads

Search engine marketing is the practice of marketing a business, organization or action, using paid advertisements that appear on search engine results pages. According to Google, search ads can increase brand awareness by 80%.

By picking strategic & relevant keywords that we knew our potential supporters were searching for, such as D.C. United, soccer, MLS, premier league, etc., we were able to show our search ad at the top of the search results and drive conversions.



The Results

With over 3 million impressions being served in the month that the campaign was live, and generated 20-40 email sign ups a day, the pressure campaign worked to convince the D.C. City Council to vote in favor of funding a new soccer stadium for D.C. United, and pass the D.C. Soccer Stadium Development Act of 2014.

OVERALL RESULTS

AD TYPES	TOTAL IMPRESSIONS	TOTAL CONVERSIONS	CTR
Facebook Image Ads	544,762	1,425	0.262%
Programmatic Display Ads	2,441,420	1,919	0.079%
Google Search Ads	31,477	63	0.205%
TOTAL	3,017,659	3,407	0.113%

