



A Winning Combination

Goal: Engage customers at Soccer Tournament events and drive revenue via a fun and rewarding campaign.

Sports Endeavors is the largest retailer of soccer, lacrosse and rugby equipment in the world. It is the destination website for any high school or club league looking to outfit its players with the best in cleats, balls, sticks and uniforms. When looking to drive sales at tournament events, Sports Endeavors turned to iValu8 to engage customers through fun campaigns. Participants won product coupons, resulting in sales.

iValu8 powered two unique mobile campaigns for Sports Endeavors - a photo contest and a trivia contest. In addition to instant prizes, participants were entered in to a Grand Prize Giveaway for a soccer prize gift bag.

Setting up the Shot

iValu8's challenge was operating a mobile marketing campaign in a heavily congested area, where network access might be spotty. iValu8 used two of its campaign templates - **Selfie Sweepstakes** and **The Guessing Game** via SMS so that customer acquisition was simple and did not rely on web access or application downloads.

The Selfie Sweepstakes is a photo contest. By texting in their photo, users receive one of many instant prizes depicted as a graphic on their phone. The Guessing Game is a trivia contest that challenges participants to identify



one of six top athletes on the US Women's soccer team.

With each campaign, Sports Endeavors provided instant prizes. Eighty percent (80%) of the winners received a 20% off coupon at the Sports Endeavors website and twenty percent (20%) won a \$20 gift card. All aspects of the campaign as well as the rewards were managed by iValu8.

After receiving their instant prizes, participants received a link that prompted them to enter the Grand Prize Giveaway. This secondary campaign required users to login with their Facebook ID.

Scoring Goals

iValu8 ran the campaigns over a one week period at two separate Soccer Tournaments. During the campaign, iValu8 collected key customer info

including, phone numbers, email addresses and FaceBook data. However, and most importantly, **iValu8 was able to incent customer purchases and drove an additional \$7000 worth of sales of soccer equipment over that period.**

Game Notes

The success of iValu8's campaigns goes beyond the revenue created or the customer information collected. The real success was the ability of the campaigns to engage consumers on their mobile phone at a busy event and motivate action.

Through these fun and exciting campaigns, Sports Endeavors was able to connect with consumers in a fresh new way that inspired action and a winning result.