

Arizona Sports Radio

SMS Campaign

CASE STUDY



An Arizona sports radio station created a text to win contest sponsored by Bud Light and Uber with a grand prize of tickets to the Super Bowl or the NFL Pro Bowl.

OBJECTIVE

- Drive tune in listening in key dayparts.
- Increase newsletter database to drive daily unique visitors to website.
- Create tangible excitement on the air around a once-in-a-lifetime opportunity for a listener.

CAMPAIGN

- AZSports SUPER BIG DEAL: Listeners were invited to text “super” to the station’s shortcode for a chance to win tickets to the Super Bowl & the NFL Pro Bowl game. They received a conformation text that led them to an online entry form and instructions on how to win as well as opted them into the station’s daily e-newsletter.

MEASUREMENT OF SUCCESS

- Total Impressions: 18,688
- During the two week promotion, more than 18,500 people participated by texting. From that massive SMS number, more than 8,850 filled out the entire form field and signed up for the Arizona Sports Daily Insider content newsletter. That’s almost a 50% conversion rate, and it gave the station an amazing 77% lift in subscribers in the Daily Insider database!

CASE STUDY SNAPSHOT

Entity: Arizona Sports Radio

Client: Bud Light / Uber



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