

200x RETURN ON AD SPEND

for Aberdeen Football Club



£200,000 REVENUE
from £1,000 budget



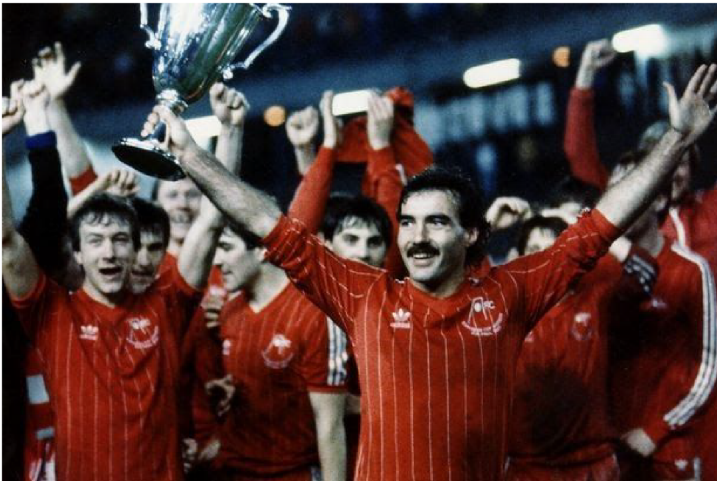
200x
ROAS



MOST SEASON TICKETS
Ever Sold



Reach
250,000



Formed in 1903, Aberdeen Football Club is a Scottish Professional Football Club based in Aberdeen. Aberdeen compete in the Scottish Premiership and are one of most successful football clubs in Scotland. They have won four league titles and seven Scottish Cups. They are also the only Scottish team to have won two European trophies, the European Cup Winners Cup and the European Super Cup.


We partnered with the Club to run a one month trial, testing whether Facebook advertising could increase season ticket sales for the 2017/2018 football league season. We had a test budget of £1,000 and launched a campaign in April 2017.

By the end of the campaign in mid-May, we had reached over 250,000 different people and sold 808 season tickets. This generated more than £200,000 for the Club. (It is worth noting that a percentage of the said purchases may have occurred regardless of the Campaign).

	Campaign name	Results [?]	Reach [?]	Frequ... [?]	Cost per r... [?]	Amount spent [?]	CPM... [?]	Link clicks [?]	CPC (cost... [?]	CTR (... [?]	Three-sec... [?]
<input type="checkbox"/>	BCM - Season Ticket Sales 17/18	2,935 Checkout Initiated	39,921	13.63	£0.31 Per Checkout I...	£918.51	£1.69	5,276	£0.17	0.97%	1,166
<input type="checkbox"/>	BCM - Season Ticket Video Views	105,801 Post Engage...	77,251	3.93	£0.002 Per Post Engag...	£260.51	£0.66	—	—	—	103,579
<input type="checkbox"/>	BCM - Tag a friend	536 Reach	536	11.67	£28.17 Per 1,000 peopl...	£15.10	£2.41	—	—	—	—
	► Results from 3 campaigns	—	93,459 People	9.14 Per Person	—	£1,194.12 Total Spent	£1.40 Per 1,000...	5,276 Total	£0.23 Per Action	0.62% Per Impress...	104,745 Total

Aberdeen FC had no experience of paid activity on Facebook and wanted to test whether it could play a part in season ticket sales. In previous years they had relied on traditional advertising efforts such as billboards and newspapers.

The club's goal was to sell over 11,000 season tickets for the first time. The club gave Blue Cliff Media the creative freedom to build a Facebook campaign around the club's annual season ticket video.




Aberdeen Football Club: All for Aberdeen
One hundred and fourteen years... ALL FOR ABERDEEN! #StandFree

1:33 · Uploaded on 14/04/2017 · Owned · Appears in 3 posts

Total video performance ⓘ

- ⌚ Minutes viewed: 56,267 >
- 🎬 Video views: 200,893 >
- 🎬 10-second views: 56,478 >
- 📺 Video average watch time: 0:06 >
- 👤 Audience and engagement >

This video is used in 3 posts


Posts ⓘ		Posted date	Reach	Video views	10-sec views	Uniq. viewers	Post engagement	Video avg watch time
	Aberdeen Football Club	● 15/06/2017	70k	19k	5.7k	17k	1.7k	0:07 / 1:33
	All for Aberdeen The manager is #...	21:17		9%	10%			

Before we started the campaign, we implemented relevant tracking codes (The Facebook Pixel) on the afc.co.uk website to track the customer's journey from seeing an advert through to purchasing a season ticket. This allowed us to see which purchases were made as a direct result of our campaign. We started off by promoting the club's season ticket video out to the following audiences:


- People in Aberdeenshire
- A look-alike audience* of current season ticket holders
- People who watched any of the videos posted on the Club's Facebook page
- People who had shown an interest in Aberdeen Football Club on Facebook

*Our look-alike audiences were groups of people who "look like" current season ticket holders, based on demographics, interests and online behaviours.

We allocated the majority of the budget into retargeting ads, where we invited people who had already shown an interest in the club to purchase their ticket.

**Aberdeen Football Club**
Written by Gavin Bell [?] · 2 May · 🌐

Renew your season ticket today and take advantage of the 6 month 0% payment plan!



Season Ticket 2017/18: Renew Now
Season Tickets for the 2017/18 Season are now on sale. Renew your ticket today...
TICKETS.AFC.CO.UK

WE DID THIS BY TARGETING:

- Previous season ticket holders
- People who attended 5 games or more but hadn't purchased a season ticket in the 2016/2017 season
- People who had visited the afc.co.uk website
- People who had watched 50% or more of the season ticket video
- People who had liked or engaged with the Facebook page
- People who had added a season ticket to their cart but hadn't checked out

<input type="checkbox"/>	<input type="checkbox"/>	Advert set name	Results ⁱ	Reach ⁱ	Cost per re... ⁱ	Budget ⁱ	Amount spent ⁱ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	People in Aberdeenshire	28,533 Post Engagem...	37,443	£0.003 Per Post Engage...	£3.00 Daily	£75.27
<input type="checkbox"/>	<input checked="" type="checkbox"/>	16/17 Season Tickets Lookalike (Abdnshire)	27,430 Post Engagem...	36,482	£0.003 Per Post Engage...	£3.00 Daily	£75.15
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Watched 50% of all videos last 30 days (UK)	24,761 Post Engagem...	24,494	£0.002 Per Post Engage...	£2.00 Daily	£52.56
<input type="checkbox"/>	<input type="checkbox"/>	Page Likes (UK)	10,798 Post Engagem...	17,897	£0.002 Per Post Engage...	£1.00 Daily	£20.19
<input type="checkbox"/>	<input type="checkbox"/>	Interested in AFC (Scotland)	10,231 Post Engagem...	17,435	£0.002 Per Post Engage...	£1.00 Daily	£20.18
<input type="checkbox"/>	<input type="checkbox"/>	Web traffic 180 Days (UK)	2,583 Post Engagem...	4,596	£0.003 Per Post Engage...	£2.00 Daily	£7.03
<input type="checkbox"/>	<input type="checkbox"/>	Watched ST teaser	614 Post Engagem...	1,091	£0.01 Per Post Engage...	£2.00 Daily	£3.52
<input type="checkbox"/>	<input type="checkbox"/>	Attended 5 Or more games 16/17	157 Post Engagem...	246	£0.02 Per Post Engage...	£2.00 Daily	£3.35
<input type="checkbox"/>	<input type="checkbox"/>	16/17 ST holders	694	1,291	£0.005	£2.00	£3.26
		► Results from 9 advert sets	105,801 Post Engagem...	77,251 People	£0.002 Per Post Engage...		£260.51 Total Spent

RESULTS

Season ticket video

With the annual season ticket video, we reached over 255,000 people, of which 200,000 people watched it.

Sales

The club sold at least 808 tickets as a direct result of the campaign, totalling £200,000 in revenue. Cost per purchase: £1.24 (based on 808 sales)