PRODUCT SUMMARY

Adglow SportSync

Deliver social ads in sync with football games

REACH

Extend the reach of your

advertising campaigns with those

engaged with a football game

adglow

REINFORCE

Reinforce your messaging while the attention of your audience is on a game

INTERACT

Interact with your audience whilst their favourite team is playing

Adglow SportSync syncronises social ad campaigns with global and national matches



A goal is scored in a game



Social ad campaign is triggered

in accelerated mode

- Social ads are displayed in sync with match highlights

SportSync is the digital extension of the game your audience is watching

CONNECT

Connect with audiences emotions via mobile as they're watching the game

ONLINE AND OFFLINE

Blend offline experiences with a brand placement online via social media

CALL TO ACTION

Digital ads bring the possibility of a direct call to action, converting attention generated from the game into tangible results connected online.

Trends in Sports and Internet Usage

SECOND-SCREEN ACTIVITIES CONDUCTED SIMULTANOUSLY WHILE WATCHING SPORTS ACCORDING TO U.S. OLYMPICS FOLLOWERS

49% looking at sports scores

39% on social media

EXTERNAL OFFLINE EVENTS WHICH U.K. DIGITAL BRAND MARKETERS USE TO TRIGGER MOMENT MARKETING CAMPAIGNS



Source - Emarketer

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