

Thrive in Connected TV



CTVBuyer Enhances SportsGrid's Ad Operations, Fueling Unprecedented Revenue Growth and Audience Expansion

BACKGROUND

SportsGrid is a premier sports network delivering cutting-edge sports content and betting insights. Known for its dynamic content and extensive reach, SportsGrid provides sports enthusiasts unparalleled coverage and interactive experiences.

This collaboration has brought remarkable improvements in ad control, revenue generation, and innovative audience engagement, marking a new era of success for SportsGrid.

CHALLENGE

SportsGrid faced challenges with their previous partner's strategy and technology, resulting in missed opportunities and suboptimal revenue. Recognizing the need for change, SportsGrid joined forces with CTVBuyer to revolutionize its ad operations. This strategic move has enabled better control over ad placements, significantly boosting SportsGrid's monthly revenue and ad fill rates.

GOALS

- 📶 To take control of their own demand & tech stack
- 📶 Increase in monthly revenue
- 📶 Enhance ad fill rates
- 📶 Reach a broader audience

OBSTACLES

- 📶 Low render rates
- 📶 Lack of inventory transparency
- 📶 Did not have proper forecasting capability for direct campaigns deliverability



"Our combined efforts have not only resolved previous challenges but have also opened up new avenues for revenue and audience interaction. The results speak for themselves, and we are excited about the future possibilities this partnership holds."

Sean Foley, co-founder and vice president of business development at CTVBuyer.

SOLUTION

Working closely with SportsGrid's existing development, operations, and sales teams, CTVBuyer has driven substantial revenue growth. The seamless integration of CTVBuyer's advanced ad operations techniques with SportsGrid's world-class content and execution capabilities has resulted in outstanding performance metrics, including increased fill percentages and optimized direct demand execution.

CTVBuyer, in collaboration with tvScientific, introduced a unique audience extension capability. This solution empowers sports betting apps and advertisers to reach their target audience effectively beyond the traditional CTV model, creating new revenue streams and enhancing advertiser satisfaction.

RESULTS

- 📶 Overall programmatic performance increased by 62%.
- 📶 54% Increase in fill rate.
- 📶 The CTVBuyer team assisted the SportsGrid direct sales team by building a go-to-market strategy focused on performance advertising to access an untapped marketplace in sports.



“CTVBuyer’s deep understanding of the CTV monetization landscape coupled with their strategic approach has made them an invaluable partner in our demand stack. The team’s ability to adapt to our unique needs has resulted in higher audience engagement and monetization across our CTV streaming audience.”

Jeremy Stein, CEO at SportsGrid

 **54%**
INCREASE IN FILL RATE

 **62%**
INCREASE IN PROGRAMMATIC PERFORMANCE



Training & Education

BUILDING A GO-TO-MARKET STRATEGY FOCUSED ON PERFORMANCE ADVERTISING TO ACCESS AN UNTAPPED MARKETPLACE IN SPORTS

CTVBUYER HELPS YOU UNLOCK NEW OPPORTUNITIES

82 LOCAL MARKETS

312+ SALES REPS

\$18M+ IN AD SPEND A YEAR