

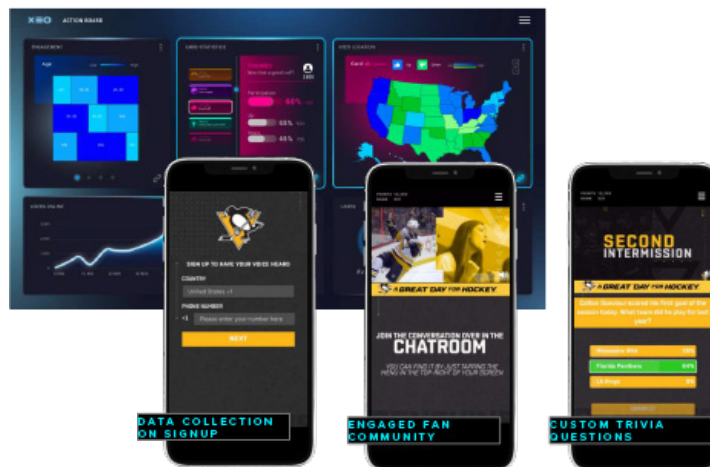
Versus Reward Ads Drove Fan Engagement and Incremental Ad Revenue Opportunities



CASE STUDY

Challenge

The Penguins needed fans to tune into and stay engaged in regular season games without the ability to hold live events in stadium.



SOLUTION

XEO 2nd screen experiences augmented the fan experience, delivering ad units and creative content that prolonged engagement and generated incremental monetization opportunities.

RESULTS**77%**

Of People More Likely to Watch TV if They Could Win Rewards During Show*

30+

Minutes of Engagement per Penguin Fan

2M+

Sellable Ad Impressions/Event Generate Incremental Revenue

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