



FROM
LEAGUES



TO
MY TEAMS

ENTERTAINMENT: NBC SPORTS REENGAGING USERS TO PROMOTE STREAMING CAPABILITIES

CHALLENGE

NBC Sports has the MyTeams app, which focuses on the teams from its six regional sports networks. With the start of baseball season, it wanted to make a splash, reintroducing the streaming capability of MyTeams to users.

SOLUTION

VMLY&R proposed a cost-per-install, **45-day campaign** so the performance wasn't on impressions but actual installs. We talked with over 20 networks and narrowed it down to four, focusing on paid search, OEM stores, and networks.

We created six separate campaigns, one for each DMA, focusing on the strengths of each market (baseball, NBA playoffs, NHL playoffs) results in **86,000 installs** reaching **#6 in iOS** and **#7 in Android's "Sports"** categories.

46%

Increased daily
uniques

↓ \$4

Cost
Per Install

83%

Increase organic
Android installs

