

Reaching Those ‘Out of Sorts’ Without Sports

With the world in quarantine, major sports leagues are inactive — and they likely won’t be back for several months.

- + Sports fans are looking for ways to replace sports content, fantasy sports, and sports betting. Many are turning to online gaming, esports and quiz sites for content to help fill that void.
- + TripleLift has direct relationships with publishers across gaming, esports and quizzes, and offers opportunities through Native, Display, and Video to deliver your message to these key audiences.

We’ve built a package to run on our collection of premium publishers. Partner with us to adapt your brand’s strategy to fit these evolving times.



59% decrease in searches for sports sites in the UK from March 2019 to March 2020.*

177% increase in the search for ‘Online Game’ sites in the UK during March 2020, compared to March 2019**

**Source: Google Trends, March 2020

Premium Partner Examples

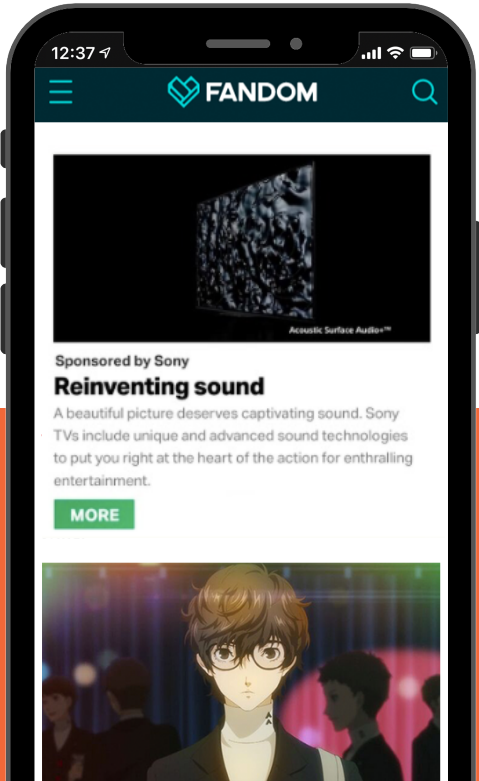


Maximise Your Media Spend

- + Placement-level optimisation ensuring delivery of KPIs
- + 100% direct-to-publisher inventory and pre-bid fraud scanning by White Ops that eliminates wasted media spend
- + Best-in-class service from dedicated TripleLift deal experts
- + Creative consultations to help you optimize campaigns towards your specific KPIs

Best Practices

- + The best ads are contextual, adapting to the content environment but also keeping in mind what’s important to your audience right now.
- + Avoid using imagery that features people out of their home. Given social distancing and self-quarantines, it’s more difficult for consumers to envision themselves outside.
- + Showcase why interacting with your brand is valuable during this time. Focus on the usefulness of your product and note clearly if you are offering a free trial or special offer. Keywords to highlight include: virtual, in home, deal, quick, sale, and free trial.



Contact your TripleLift representative to activate your package.

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