

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.



62% decrease in searches for sports sites including ESPN since March 1, 2020.*

75% increase in U.S. video game usage during peak hours since the quarantine first went into effect.**

75% of survey respondents in the US agree that cancelling sports events is what is best right now.***

*Source: Google Trends, March 2020
**Source: Verizon, March 2020
***Source: Global Web Index, March 2020

Premium Partner Examples



Maximize Your Media Dollars

- + Placement-level optimization 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.

