



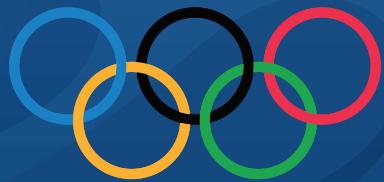
Presents

# Going for Gold The Comprehensive **Advertising** **Playbook** for **Olympics** Success

With Insights from

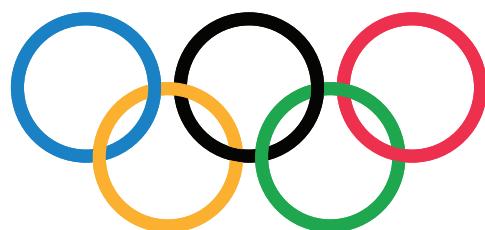


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# Introduction

The Olympic Games represent one of the most significant global events, drawing millions of viewers and creating unparalleled engagement opportunities. For mobile advertisers, the Olympics season is a golden moment to capture the attention of a diverse and highly engaged audience. This playbook, "**Going for Gold: The Comprehensive Advertising Playbook for Olympics Success,**" is designed to guide you in maximizing user acquisition, retention, and navigating through different stages of the marketing funnel during this prestigious event.

In this playbook, we focus on leveraging the unique opportunities presented by the Olympics to boost your mobile advertising campaigns. We begin by helping you understand your audience, recognizing the varied interests and behaviors of Olympic viewers, and then delve into tailored strategies for each stage of the marketing funnel.

In addition to funnel strategies, this playbook provides practical tips for optimizing your campaigns, creative best practices for impactful messaging, and techniques for continuous performance improvement to capture the gold in user acquisition and retention.





# Setting the Stage: Why the Olympics Games Matter for Advertisers\*

(\*and why you should incorporate it in your marketing plans, if you haven't already!)

## Olympics opportunity for the brands

### Building Awareness



### Drive Acquisition



### Increase Affinity



## Unparalleled Global Reach

- The 2020 Tokyo Olympics reached an astounding audience of over three billion people, demonstrating the event's vast global appeal. The Paris 2024 Olympics promise to maintain, if not surpass, this level of engagement.



## Massive Event Scale

- With 878 scheduled sporting events and an anticipated 13 million spectators attending, the Paris 2024 Olympics offer a unique platform for extensive brand visibility. The sheer number of events provides multiple touchpoints for advertisers to connect with a broad audience.

## Enhanced Brand Visibility & Connection

- The Olympics provide a positive and dynamic environment for brands to enhance their visibility and forge strong connections with their audience. Associating with the Olympic Games can elevate a brand's image and resonate emotionally with viewers.



## Highly Engaged & Receptive Audience

- The Olympics captivate the public's attention for several weeks, creating a particularly engaged and attentive audience. Viewers are often more receptive to advertising messages during this event, making it an opportune time for impactful advertising.



## Euphoria and Always-On Engagement

- The variety of sports and the continuous coverage create an 'always-on' audience. The euphoria and excitement surrounding the games ensure that viewers remain engaged, offering advertisers an ongoing opportunity to capture and maintain audience interest

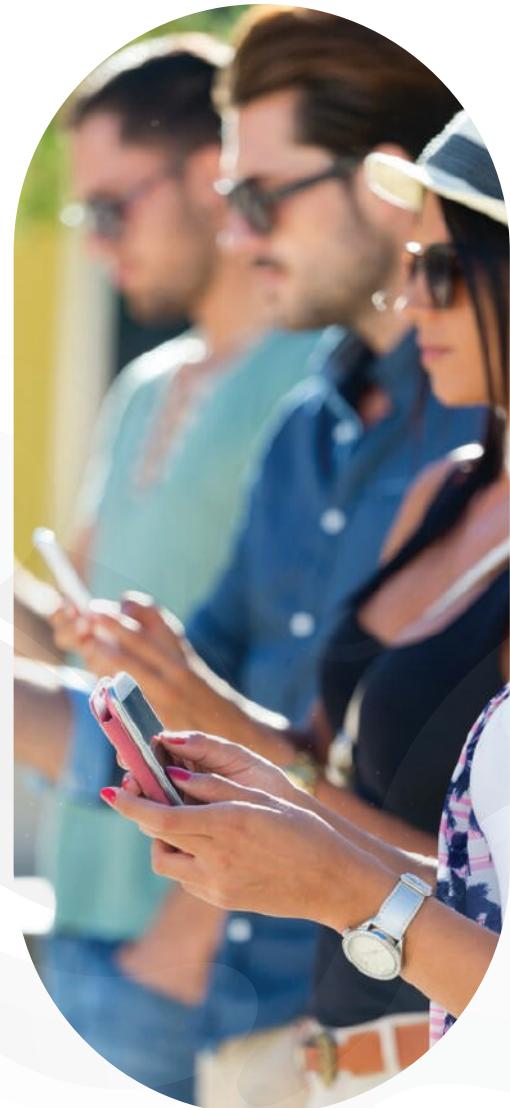


# Understanding Your Audience and Funnel Goals

## Identifying Target Demographics and Behaviors

To maximize the impact of your Olympics advertising campaigns, it's crucial to understand who your audience is and how they behave. Fans are no longer bound to live broadcasts on television; they can now access live games, real-time updates, and personalized content directly on their smartphones. This shift will be even more pronounced during the 2024 Games, which promises audiences the most innovative broadcasts and digital displays yet. Additionally, Olympics watchers are now likely to enhance their viewing experience by using their mobile devices simultaneously. For example, while watching a swimming final on TV, a viewer might browse to see the results of other events, replay videos on an app, play games, order from a food delivery app, or even start planning a vacation to the Olympics host city Paris, exploring options like cultural tours around the city.

The Olympics attract a diverse global audience, but you can segment your target audience most relevant for your brand using the below cohorts:



## Demographic Analysis

### Age:



Identify the age groups most likely to engage with your brand. Olympic viewers range from young children to older adults, but certain sports & events attract specific age demographics.

### Gender:



Understand gender preferences related to different sports and events to tailor your messaging accordingly.

### Location:



Leverage geolocation data to target regions with the highest viewership and engagement rates for the Olympics.

## Behavioral Insights

### Viewing Habits:



Determine how your target audience consumes Olympic content. Are they watching live broadcasts, streaming online, or engaging through social media?

### Interests:



Identify which sports or events resonate most with your audience. Tailor your ads to align with these preferences.

### Engagement Patterns:



Analyze when and how often your audience interacts with Olympic content. This will help in timing your ads for maximum visibility & impact.

# Leveraging Data for Precise Audience Targeting and Segmentation

(\*reach of connected devices on Affle's mDMP)

AUDIENCE

## Sports Enthusiasts



An audience that actively engages on sports apps and is in frequent interaction with sports-related content, live streaming of events, regular updates on sports news

### Reach

US	18Mn
UK	367K
IND	63Mn
EU	21.6Mn
LATAM	20.6Mn
SEA	17Mn

## Digital Media



Tech-Savvy Audience: Individuals who have a penchant for receiving real-time news updates through their apps

### Reach

US	13Mn
UK	385K
IND	31Mn
EU	6.8Mn
LATAM	2.6Mn
SEA	23.2Mn

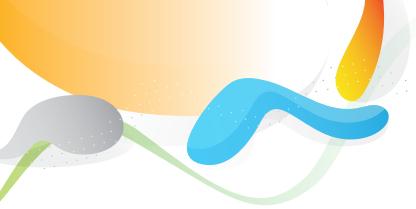
## Travel & Tourism



Travel enthusiasts who enjoy planning trips to attend events and explore new destinations, immersing themselves in different cultures and lifestyles

### Reach

US	4Mn
UK	282K
IND	53Mn
EU	30.1Mn
LATAM	8.6Mn
SEA	23.2Mn



## Art & Culture



Individuals with a passion for cultural content, who love exploring different countries, traditions, and their culture

### Reach

US	11Mn
UK	116K
IND	61Mn
EU	28.4Mn
LATAM	39.6Mn
SEA	30.6Mn

## Fitness & Wellness



Individuals who are into fitness and healthy lifestyle and actively participate in sports activities and have a keen interest in following sports events

### Reach

US	6Mn
UK	73K
IND	29Mn
EU	6.3Mn
LATAM	10.2Mn
SEA	9.6Mn

## Social Apps



Individuals interested in mobile gaming categories like role play, strategy, and real-money

### Reach

US	3Mn
UK	15K
IND	4.2Mn
EU	8.4Mn
LATAM	1.0Mn
SEA	4.2Mn

## Mobile Gaming



Individuals interested in mobile gaming categories like role play, strategy.

### Reach

US	1.5Mn
UK	597K
IND	45Mn
EU	25Mn
LATAM	21.2Mn
SEA	1.2Mn

Effective audience targeting and segmentation are the backbone of any successful campaign, especially during a high-profile event like the Olympics. Utilizing advanced AI-driven audience segmentation and data management can help advertisers achieve this precision.

**Appographic Data** refers to the data derived from users' app usage and behavior. This type of data provides valuable insights into user preferences, habits, and interests based on their interactions with various mobile applications. By analyzing appographic data, advertisers can:



**Identify Key User Segments:**

Determine which apps are popular among your target audience to create more relevant and personalized ads.



**Understand User Behavior:**

Gain insights into how users interact with apps, including the frequency and duration of use, which can inform the timing and placement of ads.



**Predict Future Actions:**

Use historical app usage patterns to predict future behaviors and preferences, allowing for more accurate targeting.



## Interest-Based Segmentation

Segmentation based on user interests allows advertisers to tailor their messaging to resonate more deeply with their audience. By categorizing users based on their demonstrated interests, brands can create highly relevant and engaging campaigns. Key benefits include:

- **Enhanced Relevance:** Ads that align with users' interests are more likely to capture attention and drive engagement.
- **Increased Engagement:** Personalized content that speaks to users' passions and hobbies fosters a stronger connection and encourages interaction.
- **Optimized Ad Spend:** Targeting only the most relevant audience segments ensures that advertising budgets are spent efficiently, maximizing ROI.

## Integrating Data-Driven Strategies in Olympics Campaigns

During the Olympics, the competition for audience attention is fierce. By leveraging appographic data and interest-based segmentation, advertisers can:

- **Create Tailored Campaigns:** Develop ads that specifically appeal to the preferences and behaviors of different audience segments.
- **Improve Ad Effectiveness:** Use data insights to optimize ad placements and timing, ensuring maximum visibility and impact.
- **Measure and Adjust in Real-Time:** Continuously monitor campaign performance and adjust strategies based on real-time data to enhance outcomes.



## Powering Mobile Connectivity Globally

### Exposure



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### Performance



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# Sprint to Success: Crafting the Right Advertising Strategies

Navigating the advertising complexities during the Olympics requires a strategic approach tailored to each stage of the marketing funnel. From generating initial interest to nurturing potential customers and driving conversions, each phase demands specific tactics that leverage the excitement and engagement surrounding the Games.

In this section, we will delve into effective strategies for advertisers at each funnel stage: Top of the Funnel (TOFU), Middle of the Funnel (MOFU), and Bottom of the Funnel (BOFU). By understanding and implementing these targeted strategies, advertisers can optimize their campaigns to fully leverage the Olympic fervor, ensuring they not only attract but also retain and convert a highly engaged audience.



# Top of the Funnel (TOFU)

## Awareness Stage

Choosing effective channels and strategies for generating awareness during the Olympics is critical to capturing the attention of a vast and engaged audience.

**Goal:** Maximize brand visibility and reach a broad audience.

### CHANNELS:

#### Connected TV (CTV)



**What is it:** Connected TV (CTV) refers to television sets connected to the internet, enabling streaming of digital content through apps or platforms like Roku, Amazon Fire TV, and Smart TVs.

**Why Use It:** CTV allows advertisers to reach a highly engaged audience during Olympic events. Video ads on CTV platforms capture viewers' attention with high-quality visuals and can be targeted to specific demographics based on viewing habits.

# Strategies for Olympics Success

**Ad formats:** Utilize various CTV ad formats, such as pre-roll, mid-roll, and display ads, to engage viewers at different touchpoints.

**Maintain interactivity & engagement:** It's a good idea to experiment with engaging ad formats that encourage viewers to maintain interactivity. This can be through interactive ads, QR codes, and shoppable ads.

**Frequency capping:** Implement frequency capping to avoid ad fatigue and ensure a positive viewer experience.

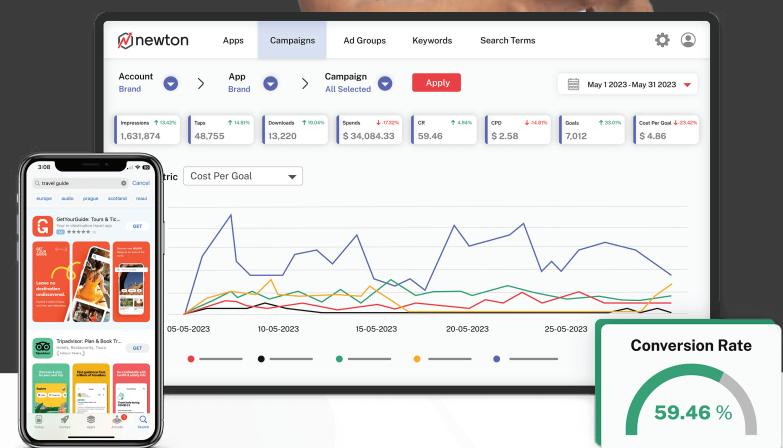
**Prompt action from CTV:** CTV's capabilities to be a transformational addition to your advertising efforts are well-known. However, it's not enough to approach it in a silo. Prompting action from CTV to mobile, DOOH, app, or store visits can help advertisers measure the outcomes and drive conversions.

**Ad formats: Multi-screen journeys:**

With mediasmart's cross-screen audiences feature, you can reconnect with a pre-existing segment of mobile users on their CTV. For example, if you wanted to reach users who walked into your competitor's store in the last few days - you can use location and time-based audiences to create a segment and connect with them on their CTV devices.

**Retarget smartly** Our research has shown that CTV's efficacy in nudging the users on their connected mobile devices within 24 hours helps improve the purchase intent for users who have seen ads on CTV. To do this smartly, use Household Sync technology available on mediasmart to target multiple devices within the same household, resulting in more effective campaigns.

# Apple Search Ads (ASA) and App Store Optimization (ASO)



**What are they:** ASA allows advertisers to promote their apps in the iOS App Store, while ASO involves optimizing apps to improve organic visibility and ranking.

**Why Use Them:** ASA and ASO are essential for increasing app visibility during the Olympics. ASA targets users actively searching for Olympic-related apps, while ASO ensures that your app ranks high in search results for relevant keywords organically.

# Strategies for Olympics Success

**Health check of your app:** Update screenshots, app logo, creatives, and custom product pages (CPPs) to reflect the summer sports hype. We offer this with Telescope, Newton platform's app health card, which analyzes your app listing, creatives, and bidding strategies. It benchmarks you against competitors and provides actionable insights to optimize ASO and ASA.

**Keyword optimization:** Identify and bid on relevant keywords and leverage Newton's GenAI-powered keyword optimization capabilities to reach and engage iOS users in multiple languages.

**Leverage dayparting:** Fans are constantly checking their phones throughout the season, especially during those anticipation-filled breaks between matches.

**Combine ASO & ASA for superior performance:** Combine ASO for organic visibility & ASA for targeted reach with Custom Product Pages for better conversions.

**Campaign monitoring:** Monitor and analyze your ASA campaigns to identify top-performing keywords and optimize your bids and creatives accordingly. With Newton, advertisers get a unified dashboard that integrates data from Apple Search Ads and your MMP giving you full-funnel analytics, allowing you to optimize campaigns for in-app purchases and maximize return on investment.

**Automate your bid management:** This allows you to focus on more important strategies by releasing your bandwidth of redundant bid optimization. Let the machine do the execution whereas you can focus on identifying what the machine has to do. With Newton, you can set goals to automatically adjust bids based on real-time performance, maximizing conversions during the Olympics' constant fluctuations.

# App Discovery & Recommendations on Top OEM Platforms



**What is it:** App discovery and recommendations tap into a vast mass of mobile users directly on their devices from the moment they personalize their device for the first time and throughout their daily mobile journey. App marketers can constantly engage with high-value users either through direct partnerships or through partners like Appnext.

**Why Use It:** Since a user is highly engaged when they first time get exposed to a new device, having the right apps at that moment increase exposure and engagement. Delivering contextual and personalized recommendations on the most valuable placements on the device enables your app to gain visibility and drive growth at scale.

# Strategies for Olympics Success

**Optimization for discovery:** Engage with high-intent users directly on their devices by ensuring that your app is optimized for app discovery platforms by having the right partnerships with OEMs and app discovery platforms.

**Expand your app's reach with access to a global audience:** Appnext's strategic partnerships with leading OEM brands offer a combined solution for in-app and on-device marketing, all via one platform. This allows app marketers to scale growth, expand their reach, and continuously engage with a wider, more diverse audience throughout their day. This approach leverages our tech-powered solution to deliver personalized and contextual experiences, capturing users' attention when they are actively seeking new apps and content during the Olympics.

**Personalized recommendations:** Device-level recommendations have added a new layer of smartphone personalization while becoming an indispensable tool for marketers to execute highly targeted and successful campaigns. By placing their apps before the most engaged users, on-device recommendations drive app usage and increase retention, resulting in a higher lifetime value per user. A positive user experience fosters loyalty and encourages users to spend more time on their devices, exploring and interacting with different apps.

**Expand Global Reach with OEM Partnerships:** Using cross-format campaigns, and both on-device and in-app solutions ensures that ads are presented to high-value

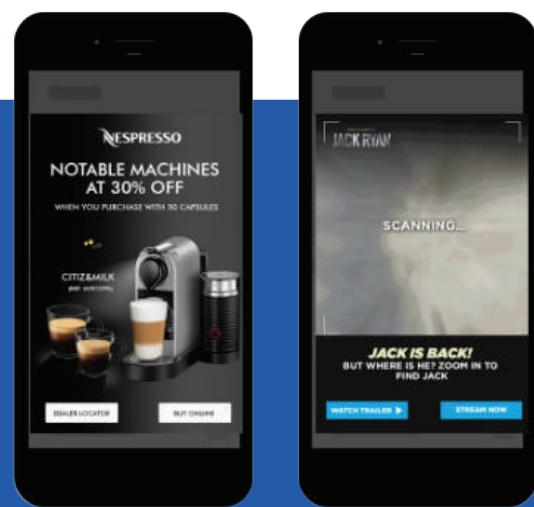
# Middle of the Funnel (MOFU): Nurturing Interest

As users become aware of your brand and engage with your brand, it's essential to nurture their interest and guide them towards further interaction.

**Goal:** Engage and nurture potential customers who have shown interest.

## CHANNELS:

### Programmatic Mobile User Acquisition & Retargeting



**What is it:** Programmatic UA involves using automated technology to target and acquire users across digital channels, such as display, video, and native advertising. Whereas, retargeting campaigns target users who have previously interacted with your brand but have not yet converted. These users are shown relevant ads across various channels to re-engage them and encourage them to take action.

**Why Use It:** Programmatic UA allows advertisers to reach highly relevant audiences based on their demographics, interests, and behaviors. Retargeting campaigns, on the other hand, keep your brand top-of-mind for users who have shown interest but have not yet completed a desired action. By serving personalized ads at the right time and place, advertisers can drive engagement and encourage further interaction.

# Strategies for Olympics Success

**Leverage AI-driven audience segmentation:** Identify key audience segments likely to engage with your brand during the Olympics. Affle's DSPs, including Jampp, mediasmart, mDSP, RevX, and YouAppi leverage advanced machine learning algorithms to retarget users at the right time in their favorite apps, with tailored messages that boost relevance and increase engagement and conversions.

**Focus on advanced creative optimization:** Develop a variety of ad creatives tailored to different audience segments. Dynamic creative optimization (DCO), available on our leading DSPs, adds another layer of personalization, encouraging user action and driving return on ad spend (ROAS).

**Refine your targeting:** For limited-time campaigns such as increasing in-store sales, improving in-app delivery rates, having refined targeting through geo-targeting can further enhance relevance, allowing marketers to run localized ad campaigns targeting specific zip codes, cities, and countries.

**Cross-device targeting:** Ensure your ads reach users across multiple devices, including mobile, desktop, and tablet, to maximize exposure and engagement.

**Get more for your iOS reach with SKAN and AAK attribution:** Navigating the changes to ATT and reaching out to iOS users efficiently can be challenging in the new privacy era. When crafting your mobile advertising strategy for iOS, focus on leveraging SKAdNetwork (SKAN), AdAttributionKit (AAK) and contextual signals for optimization.

**Optimize towards LTV and incremental lift:** While it's important to grow your users in the Olympics season, it's also crucial that you focus on optimizing towards LTV and incremental lift to identify the true impact of your campaigns.

# Social Media, Including Meta, TikTok, & Snapchat



**What is it:** Social media is an important channel for the digital-first users. The official channels of Olympics also offer live streaming and other rich content to stay connected with the users. Leveraging popular platforms like Facebook, Instagram, TikTok, and Snapchat, as well as local, homegrown social media platforms are benefiting for advertisers to connect with audiences, drive installs, and lead to conversions. Another popular channel which can be used is advertising on WhatsApp for Business to connect with your users and turn them into customers.

**Why Use It:** Social media channels can be key in building visibility and be an intrinsic link between your top and bottom funnel goals. Leveraging diversity of ad formats, interactive elements, and engaging strategies you can ensure you are on the top of the customer's mind and can also drive conversions as they move along the funnel.

# Strategies for Olympics Success

**Grab attention with visual ads:** Because social media in its very nature is more visual-driven, use it to your advantage by creating compelling visual ads that focus on storytelling and engagement.

**Focus on user journey on WhatsApp for Business:** Capture consumer's interest and intent based on past browsing and purchase history to recommend products that will drive conversion. This can be done on WhatsApp through back-in-stock alerts or category/product level intent.

**Experiment with ad formats on different social platforms:** Each social media platform has its distinct ad format offerings. For example, on YouTube you can choose from Skippable and non-skippable ads or bumper ads; on TikTok, on the other hand, you can create interactive ads such as Gesture ads. Snapchat's story ad and AR lens are also some examples of ad formats that can be used.

**Create custom audiences:** Create custom audiences on our Audience Recommendation Tool (ART) based on demographics, interests, and behaviors related to the Olympics. ART allows your to unlock new user segments by defining personas who aid top and mid-funnel campaign objectives, and also allows to find high-potential transacting users on top of the current audience.

# Bottom of the Funnel (BOFU): Driving Conversions

Reach and engage existing users to move them to take further action to drive conversions

**Goal:** Engage and nurture potential customers who have shown interest.

## CHANNELS:

Deals,  
Discounts &  
Coupons



**What is it:** Convert leads into conversions, re-ignite user interest, and improve your cart abandonment across mobile and mobile web with targeted rewards, deals, discounts and coupon-based user acquisition. Limited-time offers create a sense of urgency by providing special deals or promotions for a short period.

**Why Use it:** Urgency can be a powerful motivator. Limited-time offers during the Olympics can drive quick action and conversions, as users won't want to miss out on exclusive deals tied to the event.



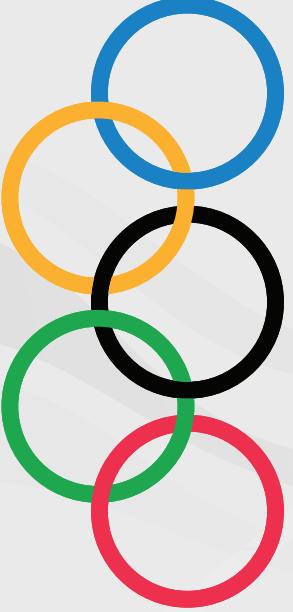
# Strategies for Olympics Success

**Choose the right timing:** Launch deals and discounts at strategic times during the Olympic Games, such as during key events or medal ceremonies. Align promotions with the excitement and attention surrounding the Games to maximize impact.

**Launch offers to encourage action:** Highlight the limited availability of these promotions to create a sense of urgency and encourage immediate action from consumers.

**Cross-channel promotion:** Promote deals and discounts across multiple channels to maximize bottom-funnel goals. Affle's Ultra Platform offers unified access to seamlessly integrate multiple inventory sources, including walled gardens, to help advertisers extract maximum value from your leads and enhance conversion rates.

# Tips and Best Practices



**Capture the Olympics Spirit :** Infuse your campaigns with the excitement and values associated with the Olympics. Plan your campaigns to coincide with key Olympic events and moments of heightened excitement, such as opening ceremonies, medal ceremonies, and high-profile competitions. By aligning your messaging with these events, you can capture the attention of a highly engaged audience.

**Stay Agile and Responsive:** Monitor real-time trends and audience sentiment during the Games. Adjust your strategies quickly to capitalize on emerging opportunities and maintain relevance.

**Harness the Power of Storytelling:** Use compelling narratives and visual storytelling to engage emotions and forge deeper connections with your audience.

**Test and Iterate:** Continuously test different offers, creative formats, and messaging strategies to optimize performance. Use A/B testing and audience segmentation to refine your approach and maximize effectiveness.

**Monitor Audience Overlap:** Use analytics provided by supply partners to identify audience overlap across different channels. This allows you to avoid redundancy and ensure that your ads are reaching new audiences at each stage of the campaign.

**Build Long-Term Relationships:** Use the Olympics as a springboard to build lasting relationships with your audience. Focus on delivering value, fostering engagement, and nurturing brand loyalty beyond the event itself.

# Expert Voices



 singular

**John Koetsier**

VP Insights at Singular

“

It's going to be busy during the Olympics, and it's only a couple of weeks. Build your userbase efficiently to activate during the Olympics. Topical ads that are relevant to major world events boost attention, interest, and action. Add an Olympic-flavor to your ads that matches with your activity in-app to celebrate the event.

If you're looking for a free way to get App Store exposure without being featured, one best tip is to hold an in-app event, which Apple surfaces in the App Store. Create an Olympic-themed event that coincides with the actual Olympics, while being careful about copyright and trademarks.

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**M&CSAATCHI  
PERFORMANCE**

**Roshat Adnani**

Managing Director APAC  
at M&C Saatchi  
Performance

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The Olympics are not just about advertising; they represent human stories of perseverance and dedication. But to make campaigns stand out during this busy, crowded season, marketers need a multi-channel approach that combines traditional and digital media with consistent brand messaging. Finding the right balance between brand and performance marketing is essential for digitally-driven brands.

Brands should leverage AI and data analytics for better campaign performance in the Olympics. We've seen firsthand how AI in marketing has enabled brands to achieve greater growth and performance, but it takes expertise to unlock accelerated results from the get-go.

A cohesive, multi-channel approach ensures wider reach by combining digital with traditional media and optimizing content for each to maintain consistent brand messaging.

While brand marketing builds emotional connections and long-term loyalty, AI-powered performance marketing drives immediate actions and measurable results. Success lies in harmonizing these approaches during the Olympic season.

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# Expert Voices



## David Serfaty

AVP Global Product Partnerships at AppsFlyer

“

As a mobile measurement partner to leading advertisers, we at AppsFlyer are keenly aware of the strategic opportunities presented by the Olympics. To capitalize on this potential, advertisers should focus their efforts on relevance and context to deliver seamless experiences across channels and devices through deep linking. During a global mega-event like the Olympics, with its multitude of touchpoints, accurate attribution across various channels and devices is crucial for understanding campaign performance on app installs, engagement, and conversions.

With millions of people paying attention, creativity is the name of the game and can help separate you from the pack. Advertisers can consider leveraging AI tools as a force multiplier to not only help generate groundbreaking creative ideas but also dynamically enhance ad content. AI-enhanced creative measurement is another avenue that can help take your campaigns to the next level. Tools like AppsFlyer's Creative Optimization solution help advertisers delve deep into the analytics and dissect each and every element to determine what truly resonates with audiences and rule out what isn't hitting the mark.

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## Nikhil Kumar

Chief Growth Officer, at mediasmart

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The Olympics is not just a tournament; it's a marquee event that embodies the diversity of sports genres, from track and field to gymnastics, swimming, and beyond. This variety offers advertisers a unique chance to connect with a wide range of audiences over the period of the event. This gives brands more ways to connect with users and create an environment of recall.

A multi-screen strategy ensures impactful, memorable experiences for audiences to connect in different ways — this could be checking the news channels for medal updates, consuming sports commentary and other entertainment-based content on OTTs, or getting inspired by visually impactful creatives on DOOH. In this era of multiscreen advertising, leveraging advanced advertising technologies, alongwith AI-driven creative optimization create an environment of euphoria for brands to not just be seen, but remain engaged across all platforms.

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# Expert Voices



**RevX**  
powered by affle

**Martje Abeldt**

CEO at RevX

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During this Olympic season, users will likely be bombarded with ads competing for their attention. To truly stand out, brands should focus on building a robust retargeting strategy centered on ad creative innovation.

Start by creating clear user segments to run targeted ad campaigns. These campaigns should deliver localized and personalized ads to maximize relevance and boost engagement. Leverage dynamic ad formats like Hybrid ads and Product Feed ads. Ad platforms with automation capabilities can simplify this process, allowing you to generate multiple captivating iterations from a single ad image while ensuring brand and ad safety.

By combining the excitement of the Olympics with a tailored ad strategy, brands can achieve meaningful results and maximize their marketing efforts during this season.

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**affle**

**Viraj Sinh**

Chief Strategic Initiatives Officer | Affle

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As we approach the Olympics, the convergence of Apple Search Ads (ASA) and App Store Optimization (ASO) represents a pivotal opportunity for app marketers on iOS to make the most out of the hype around this grand event. Current trends indicate a surge in mobile engagement in the sports category, creating a fertile ground for targeted advertising. ASA allows us to leverage real-time data and user intent, ensuring our ads are seen by the most relevant audience. Meanwhile, ASO is becoming increasingly sophisticated, with insights into keyword optimization and user behavior improving organic keyword ranking becomes imperative to climb up the charts and reduce cost of acquisition. By harnessing these advanced strategies, we can not only capture the attention of millions of Olympic fans but also enhance the overall user journey, setting a new benchmark for app marketing success.

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# Expert Voices



**appnext**  
powered by affle

**Danny Tuttnauer**

COO at Appnext

“

Device-level recommendations have revolutionized how brands acquire and retain users by offering a more personalized and contextual experience on the mobile devices.

During the Olympics, brands can leverage device-level and in-app recommendations to provide real-time updates, personalized content, and exclusive offers related to high-demand verticals such as food delivery, travel and hospitality, or gaming. By delivering tailored experiences within the apps - for favorite events, localized promotions, and special curated in-app offers —brands and app marketers can ride the wave of global excitement and create more engaging interactions with high-intent and relevant users globally.

”



**Jampp**  
powered by affle

**Bastian  
Winterkemper**

VP Sales, EMEA  
at Jampp

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Advertisers should always keep an eye on major sports events like the Paris 2024 Olympics. In an industry heavily focused on deals, coupons, and discounts, we're seeing many advertisers across the globe refining their strategies for limited-time offers. These events are relevant across all app verticals and provide excellent opportunities to experiment with new ad formats, creative features, and strategies, yielding valuable insights to optimize your campaign performance and inform your marketing decisions.

We recommend implementing specific initiatives for each phase: the weeks leading up to the event (ahead of the opening ceremony or the specific match/game you're promoting), the day of the event itself, and the weeks immediately after the event. For users, each of these phases is associated with different expectations and moods. Ideally, your ad formats, creative features, and messaging should match these differences.

These 2024 Olympics, your ultimate goal should be to attract new users, keep them engaged, and maximize retention. Aim for the gold in long-term growth for your app.

# Success Stories:

## Get Inspired from Other Verticals & Use Cases

### FANTASY SPORTS APP



#### Customer 1 - FANTASY SPORTS APP

A leading fantasy sports app in the North America region launched a limited-time campaign to grow their user base around the 2024 Superbowl Sunday.

#### Campaign results (\*internal data):

The leading fantasy sports app achieved incremental installs during the 4 weeks leading up to the event:

**445%**

CTR increase  
(4x increase)

**201%**

increase in installs  
per mille (2x increase)

**22%**

decrease in cost  
per install

#### Organic results (Apptopia data):

According to the latest data from Apptopia, this fantasy sports app saw great results around this key event, including:

**60%**

increase in daily downloads  
on Superbowl Sunday

**75%**

increase in the average daily downloads  
around the Superbowl (Feb 10-12)

# Success Stories:

## Get Inspired from Other Verticals & Use Cases

### ENTERTAINMENT APP



#### Customer 2- ENTERTAINMENT APP

A major global streaming app launched a limited-time campaign to drive new sign-ups around the Champion's League semi-finals and finals.

#### The strategy focused on:

Creating special promotional ads, such as countdown ads, to build up the hype and encourage users to sign up for the app to watch the livestream.

Implementing a budget allocation strategy to maximize reach on match days, which ultimately helped us reduce campaign CPAs by the end of the month.

#### Campaign results (\*internal data):

**154%**

increase in subscriptions for the semi-finals and a 676% increase in sign-ups for the final.

**15%**

decrease in the overall campaign CPA—and a further 42% decrease in the last 7 days of the limited-time campaign.

# Success Stories:

## Get Inspired from Other Verticals & Use Cases

### TRAVEL GOODS



#### Customer 3 - TRAVEL GOODS

A leading travel accessory brand created a youthful campaign on CTV to inspire individuals to push their boundaries and embark on their own transformative journeys through the spirit of exploration as the center of their product.

##### The strategy focused on -

Developing a complementary creative approach by leveraging CTV to reach the target audiences on OTT platforms

Use CTV Household Sync to retarget users exposed on CTV and then target them on mobile devices

Reinforce brand messaging and prompt user action to make a purchase on the website

Location-based targeting to target high-intent users in close proximity to the brand's physical stores in metro cities.

This geographically targeted approach acted as a digital compass, guiding potential customers right to the doorstep of the physical stores, enhancing the possibility of conversion.

##### Campaign results (\*internal data):

Increase in subscriptions for the semi-finals and a 676% increase in sign-ups for the final.

Increase in brand search volume by 31%, indicating increased brand awareness and consideration