

THE
Xs and Os
OF TURNING OUT SPORTS FANS

THE STORY OF PARABLE & THE SUN BELT CONFERENCE



Parable was the digital marketing partner of the Sun Belt Conference (SBC) for the 2024 Men's and Women's Basketball Tournament in Pensacola, Florida. The SBC's goal was to increase visibility and engagement from local sports fans and increase ticket sales for their conference basketball tournament. Parable partnered with the SBC to help drive ticket sales and provide post-tournament analysis about the fans in attendance.



A DATA-DRIVEN GAME PLAN

Ahead of the tournament games, Parable executed a highly-targeted ticket sales campaign to unique audiences within a 50-mile radius of Pensacola Bay Arena. Parable used our unique data to focus on driving BOGO ticket sales by delivering digital ads to hyper-specific audiences interested in March Madness basketball at an affordable price. For example, Parable targeted a hyper-specific audience of families with kids interested in basketball.



THE FINAL SCORE

Parable helped deliver a 29% increase of local fans attending the tournament, generating a strong return on the league's investment.

In total, Parable's digital campaign with SBC:

- Delivered 803,954 impressions
- Generated 9,486 link clicks
- Led to 805 tickets purchased

Ultimately, this helped fill seats for the tournament and continue building a strong local brand for the Sun Belt Conference.





FAN INSIGHTS

After the tournament, Parable utilized AI tools to conduct an analysis of the fans that were inside the arena throughout the week and showed proof of a 29% increase in local attendance over the previous year's tournament. While anyone can purchase digital ads, Parable's data-driven approach identifies the right people, delivers the right message at the right time, drives them to take a specific action by a certain date, and provides the important analysis at the end of the campaign to quantify success and next steps.

// Parable's unique data insights have significantly elevated our marketing efforts and allowed for a deeper connection with Pensacola residents.

The team delivered compelling creative which, when paired with leveraging data to identify the right audience, effectively engaged local fans to boost attendance at our 2024 basketball tournament. Moreover, their comprehensive after-action report provided valuable validation of our year-over-year growth in local fan engagement, underscoring the success of our collaborative efforts. //

KEITH GILL, SBC COMMISSIONER



Parable





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