



advocado

NASCAR Activation: Knockaround Sunglasses

Case Study

JULY 2020

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Live Sports Activation

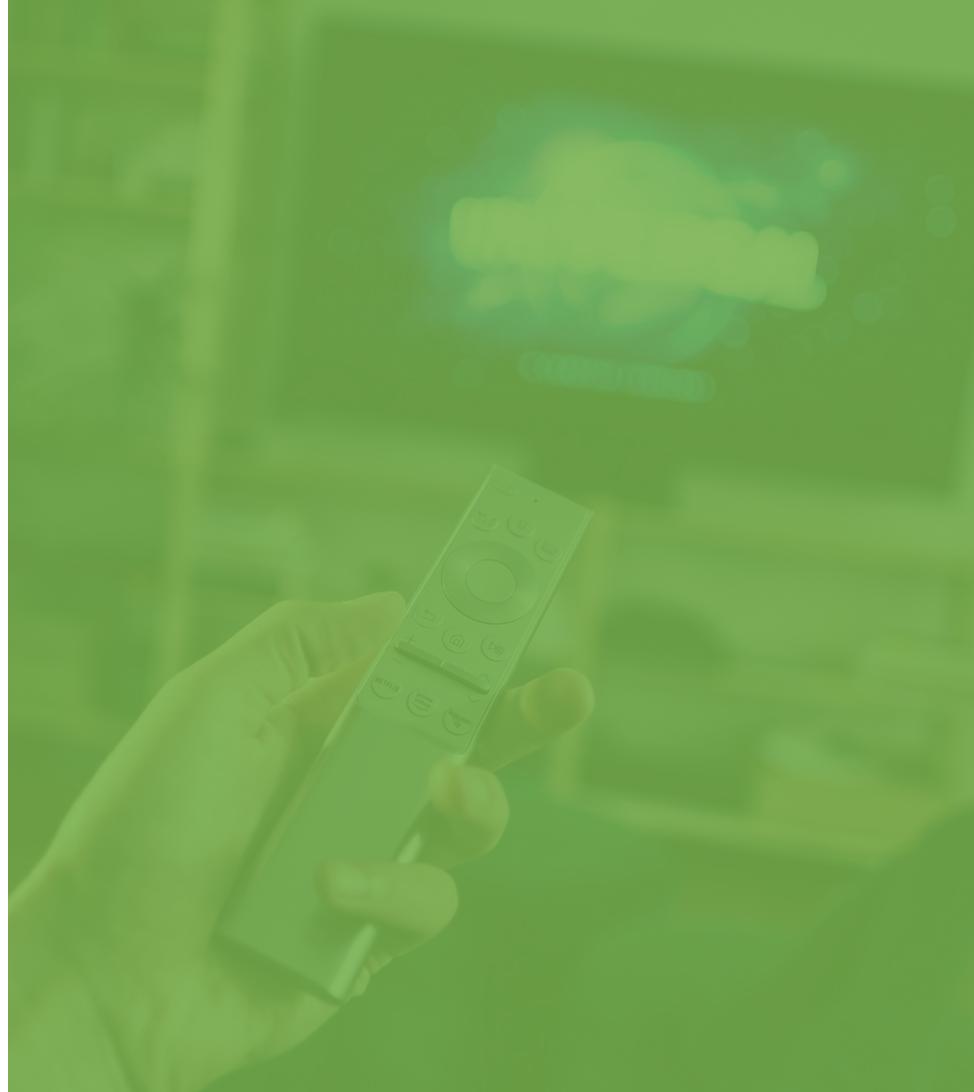
Knockaround Sunglasses is a direct-to-consumer brand selling high quality, stylish, affordable eyewear.

- Advertising strategy is focused on digital channels, specifically search and paid social
- In July 2020, Knockaround took advantage of an opportunity to sponsor a race team in two Xfinity Series races
- Advocado partnered with Knockaround to activate Google search campaigns based on custom triggers, keyword boosting during micro-moments following sustained brand exposure (visual or verbal)
- Remarkable improvements in multiple KPIs over control groups; more sales



Setting the Stage

- Startup founded in 2005 has grown an impressive following on Facebook and Instagram. Their products are primarily sold direct to consumer via their website
- The “sizzle” of the NASCAR Xfinity Series sponsorship was attractive, but could measurable results be harvested? Knockaround was curious to learn whether there was an audience available to engage
- Measurement-only during Race 1 to establish a baseline; activation during Race 2
- A/B split test

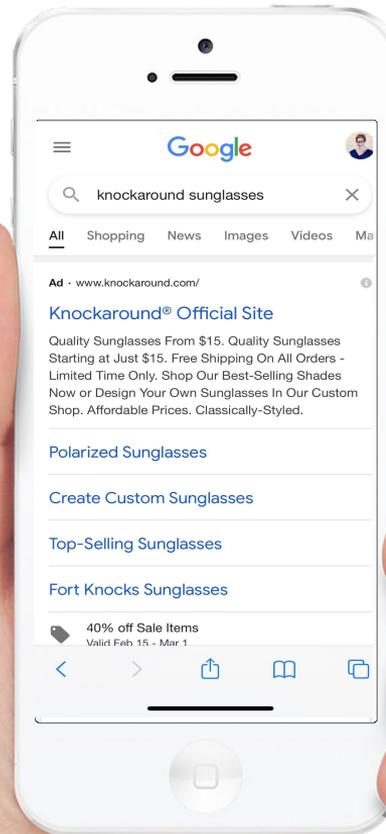


FINDINGS

Conversions driven by search

Advocado activation of custom triggers produced a dramatic increase in conversions (sales transactions), particularly in the challenging non-brand campaigns

RESULTS:	Brand	Non-Brand
Conversion lift	17.6%	400%
Conversion rate lift	33.6%	206%
Cost per action reduction	8.1%	7%



Summary

- Advocado activation of TV ads delivered impressive lift in total conversions via Google paid search
- Both brand and generic Advocado test campaigns outperformed control groups
- Advocado-boosted campaigns delivered higher conversion rates at lower cost per action for both brand and generic keywords



Get to Know the Team

We are entrepreneurs, innovators, thinkers, developers, technologists, strategists, planners, readers, thrill seekers, and travelers. We challenge the status quo, embrace childlike curiosity and regularly take on ping-pong contests and movie quote battles. We're Advocado, a data company ready to challenge you to think differently about multi-screen advertising.



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Thank You!

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