

THE CHALLENGE

As soccer cements its place as the second most popular spectator sport among people aged 18-34 in the U.S., advertising for this quickly growing industry becomes increasingly crucial. To celebrate North America’s selection as the host of the 2026 World Cup, as well as the Mexican National Team’s World Cup Sendoff Celebration, the Mexican National Team World Cup Sendoff game took place against Wales at the Rose Bowl in Los Angeles. The digital marketing team at Soccer United Marketing (SUM) enlisted the help of ReTargeter to drive online ticket sales for the Mexico/U.S. Tour.



THE STRATEGY

ReTargeter utilized SUM’s audience profiles to reach in-market prospective customers, including geographic, first-party data collected from the Mexico US Tour website, as well as data from SUM’s CRM database. These profiles were then integrated with premade audience segments from ReTargeter’s network of data providers to find new audiences of potential in-market soccer fans. ReTargeter then ran a multi-faceted campaign comprised of Site Retargeting alongside Audience, Search, and Contextual Prospecting solutions targeted at these audiences. Specifically, ReTargeter focused search terms such as “world cup” and “Rose Bowl soccer matches” as well as audiences in California who had recently visited mextour.org or www.faw.cymru. The entire campaign setup and launch process took less than one month from the time SUM became a client.



THE IMPACT

Within one month, this campaign generated \$70,000 in ticket sales from an initial spend of \$3,000, resulting in a Return On Ad Spend (ROAS) of 23:1. Ultimately, ReTargeter generated 274 conversion events for this promotion.

While the success of this campaign could certainly be attributed to the creative collaboration between ReTargeter and SUM to integrate first and third party audience data, the most important factor in this campaign’s success was the combination of retargeting and prospecting solutions.

By taking a multi-faceted approach, SUM was able to reach a wider audience, retarget them with relevant messaging, and therefore increase conversions to produce such high ROAS.