



Leading the Way in Fantasy Sports Promotion

FanDuel drives engagement with a personalized calendar for NBA fans

Challenge

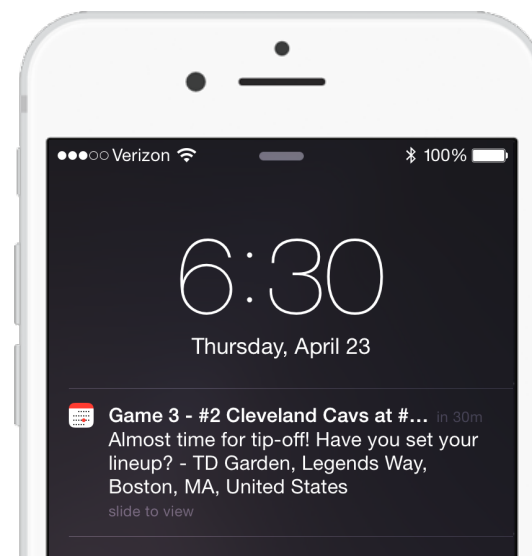
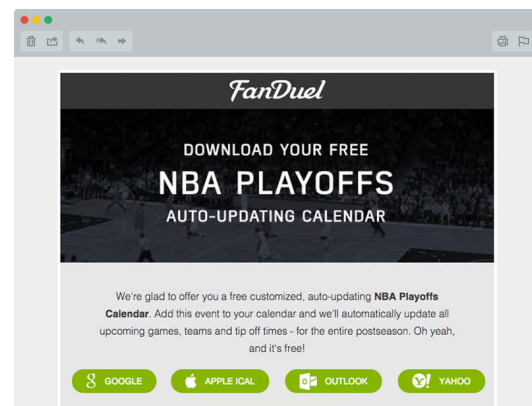
- FanDuel wanted to tap into the excitement of the upcoming NBA Playoffs by increasing engagement with basketball fans.
- Given the nature of daily fantasy sports, FanDuel was looking to reach fans through a unique, organic experience.
- Amid growing competition in a multi-billion dollar market, FanDuel needed innovative solutions for acquiring new users and driving existing users back to their platform.

About FanDuel

FanDuel, launched in July 2009, is the undisputed leader in the one-week fantasy sports industry with over 1M paying users. Offering fantasy sports for NFL, MLB, NBA and NHL, FanDuel targets the 30+ million adult fantasy sports players. Players draft fantasy sports teams at any time of the season in head-to-head or multi-player contests, paying an entry fee for each contest and vie for cash prizes.

Solution

- FanDuel embedded Eventable's dynamic "Add to Calendar" button on social media platforms, its website, and in emails to promote their calendar for the NBA Playoffs.
- Through Eventable's advanced audience targeting, FanDuel sent personalized events to fans based on their favorite teams.
- In order to increase contest entries, FanDuel leveraged custom calendar notifications to remind users about upcoming games.
- With Eventable's Smart Events™ analytics, FanDuel was able to track and measure every aspect of the program: impressions, link clicks, audience geography, social activity and much more!



Results

39.4

impressions
per user

1.5X

improvement vs.
retargeted ads

99.6%

retention
rate

About Eventable

Eventable enables today's most innovative brands and marketers to communicate with their customers through native calendar platforms. As the leading provider of calendar-based marketing solutions, Eventable has helped over 10,000 businesses drive engagement and customer retention.



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