

The NBA's Orlando Magic enjoy home-court advantage with Google AdWords



About the Orlando Magic

Orlando's NBA franchise since 1989, the Magic have won five division championships and two conference titles. They have won 50 or more games in seven seasons. The Magic play their home games in the city of Orlando's Amway Center.

To learn more, visit www.nba.com/magic

At a Glance

Google AdWords Results

- Nearly 5.0 ROAS
- 14–35% higher site traffic from targeted audiences

Tough competitors

The Orlando Magic face local competitors every bit as challenging as the opposing teams in the National Basketball Association (NBA)—namely, the many other entertainment options available to residents and tourists in central Florida. The Magic rely on Google AdWords and other Google formats to swing momentum their way.

Precise targeting

There's certainly no shortage of Magic and NBA fans living in greater Orlando, but the Magic were thinking bigger. International tourism is growing in the Central Florida region, which presented an opportunity to sell tickets to international consumers for what the Magic positioned as an authentic NBA experience.

"We saw this as a huge, untapped opportunity, because Orlando is such a national and international destination," says Anthony Perez, the Magic's vice president of business strategy. They partnered with digital agency Net Conversion to develop more refined, targeted, and measurable digital campaigns that targeted multiple audiences, including international tourists.

"If you're talking to a local who is a Magic fan, you talk about the Magic," says Frank Vertolli, Net Conversion cofounder. "If you talk to a local who is a visiting team fan, you talk about both teams. And if you're talking to someone in Brazil, you talk about seeing the NBA while you're in Orlando."

Providing more options

The Magic began strategically shifting marketing dollars from traditional media into digital, and launched their first AdWords campaigns during the 2013–14 NBA season. "You can target and measure and get more bang for your buck with digital. The consumers are online, so we let the marketing dollars follow them there," Vertolli says.



A TrueView ad in Portuguese boosted ticket sales to visitors from Brazil.



About Net Conversion

Founded in 2007, Net Conversion provides digital marketing and analytics to businesses across the Americas, the Caribbean, and Europe. They are based in Orlando, Florida.

For more information, visit www.net-conversion.com

About Google AdWords

Google AdWords is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit <http://adwords.google.com>

"There is no shortage of things to do in Orlando for families or couples or anyone else," he adds. "We wanted to target the right people and have them consider the Magic." The team uses AdWords, TrueView ads on YouTube, and interest categories to "engage very specific users who, without a stimulus, might not see the Magic and visit the arena on a night out. We make it more about the entire experience. There is dining, shopping, entertainment. Win or lose, you can have a great time here."

"The Magic posted a return on ad spend of nearly 5.0 with AdWords and other Google digital ad formats. Contributing to the success, attendance from Brazil increased 35 percent year over year."

— Anthony Perez, vice president of business strategy, Orlando Magic

Higher site traffic and sales

The goal of the digital ad campaigns was to drive traffic to the Magic's website and generate incremental ticket sales. "The Magic developed different videos for different game packages," Vertolli says. "They also created different language and offer versions for Brazil and other markets outside the US that are different from the local videos."

The Magic posted a return on ad spend (ROAS) of nearly 5.0—that is, for every dollar spent on AdWords, they made \$5.00 in revenue. "Contributing to the success, attendance from Brazil increased 35 percent year-over-year," Perez says.

The targeted TrueView ads also helped increase website visitation across the board—up 14 percent in the local market and over 20 percent from nearly all other Florida markets. The Magic were also very successful in attracting foreign visitors to their website. Traffic jumped 21 percent from Brazil, 32 percent from Canada, and 35 percent from the UK over a year earlier. "Every market where we ran TrueView campaigns saw a significant increase in website visitation and sales," Vertolli says. "TrueView put the Magic on people's radar in these markets."*

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'A service to the customer'

The Magic's 2013–14 basketball season "was a great year to make a significant investment in digital with AdWords and prove it successful," Vertolli says. They now plan to increase their AdWords budget, focus more on mobile users, and do more remarketing. "I was pleasantly surprised that we were able to have an impact everywhere with AdWords," Vertolli adds. "The more that we can target these things, the more that digital advertising becomes a service to the customer."

*ROAS and increase in visitors are based on internal Google and Orlando Magic data. Results of any particular campaign may vary.



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