



RIPKEN BASEBALL



Industry | Sports

RIPKEN BASEBALL HITS HOME RUN WITH OMNI-CHANNEL CONVERSION CAMPAIGN

Objective

Increase registrations for Ripken Baseball camps and tournaments, optimize multi-channel attribution, and enhance the customer path-to-purchase while overcoming pricing barriers.

Challenge

- Overcome customer drop-off due to extended buying cycle.
- Lack of internal resources for marketing platform diversification and advanced tools.
- No unified reporting for tracking performance.
- Limited audience segmentation based on real-world locations.

Strategy

LoKnow deployed an omni-channel strategy combining advanced audience targeting and geo-based segmentation with RainBarrel's proprietary technology.

Awareness

We utilized a mix of Hyper Display, Hyper Video, and Hyper Streaming to maximize visibility among sports families.

Consideration

Our Social Media playbook targeted parents and baseball enthusiasts via Facebook, Instagram, TikTok, and Snapchat with engaging creative assets showcasing Ripken's premium experience.

Conversion

Leveraging SA360 search ads, dynamic targeting, and programmatic campaigns on DV360, we sought out high-intent users actively seeking youth baseball tournaments and camps.

Targeting

Utilizing RainBarrel's custom audiences, we geo-targeted baseball diamonds, sports parks and training facilities to ensure our messaging reached baseball families.

The content strategy addressed pricing concerns through compelling storytelling and value-driven messaging, communicating the premium, "once-in-a-lifetime" experiences Ripken Baseball offers.

Furthermore, we upped our game by implementing advanced tools such as DV360 and Campaign Manager 360 allowing for real-time performance tracking and adjustments, giving the client unparalleled precision and metrics.

Results

38x
ROAS

22M+
IMPRESSIONS

INCREASED
REGISTRATIONS
IN LEGACY & EMERGING
MARKETS

IMPROVED
CONVERSION
RATES
THROUGH PRECISE TARGETING



"The LoKnow team brought digital expertise and committed resources focused not only sharpening our media plan, but on understanding our brand. Their ability to share in our passion for the sport and brand allowed us to move with authenticity, creativity, and a pace to deliver impactful results."

- Director of Marketing

READY TO KNOCK YOUR NEXT CAMPAIGN OUT OF THE PARK?

BOOK A CALL WITH OUR TEAM

BOOK NOW



KNOW DIGITAL,
LOVE ADVERTISING



P. 1.888.470.6559
W. LoKnow.com
E. info@loknow.com