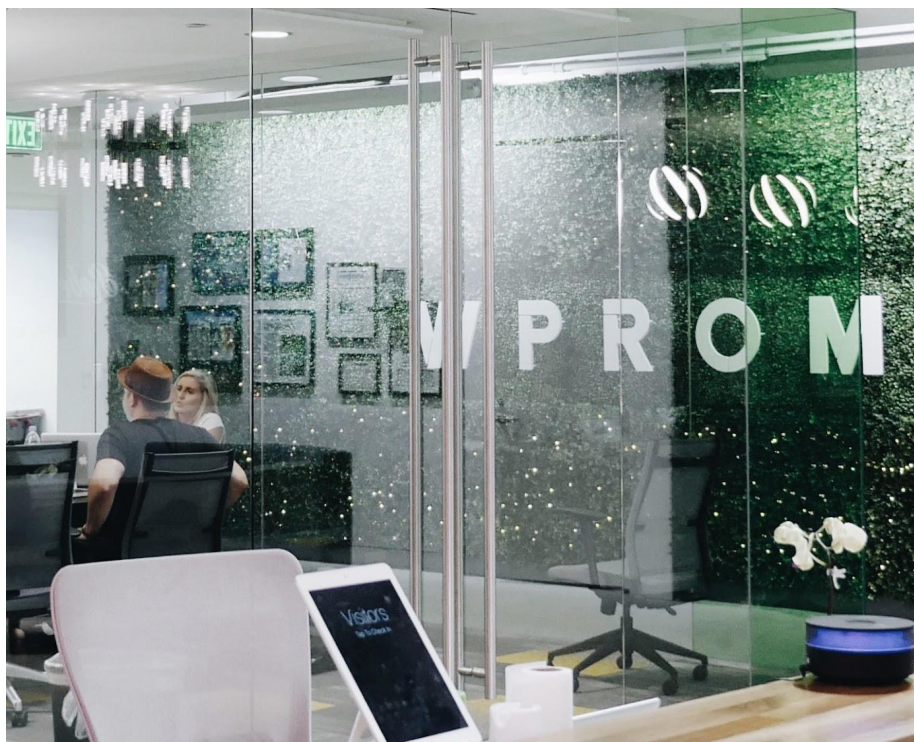


Brand Awareness

Premier Partner of the Year 2022



WPROMOTE

Awarded for helping clients drive brand awareness by showing up in the contexts and moments that matter most.

Wpromote
New York, NY
www.wpromote.com

The client challenge

New to the U.S. online sports gambling market, Wpromote's European client, Unibet, faced both stiff competition and stringent regulations as they looked to build brand awareness and gain market share.

The approach

Wpromote used Google's custom intent audiences to target high-quality segments on YouTube. They also combined Google's responsive ad formats with automated bidding to drive more engagement down the funnel.

The results

Wpromote's brand and search lift studies found that YouTube not only drove brand awareness and affinity but also had a drip-down effect throughout the funnel, boosting conversions by 30 percent.





The award is really a value prop for us, demonstrating to clients that they're in the best hands. To be named an industry leader in brand awareness—well, the possibilities are endless.”

—Brandon Fernandez, Associate Director of Paid Search, Wpromote



As a full-service media agency, Wpromote specializes in performance marketing that improves their clients’ overall business outcomes. Combining marketing expertise with proprietary technology, the agency takes an integrated approach across paid, earned, and owned media channels.

Wpromote’s Premier Partner Award speaks to their ability to build brand awareness that makes an impact all the way down the funnel.

Primed to enter the U.S. online sports gambling market, Wpromote’s European client, Unibet, faced not only a highly competitive industry but also a highly regulated one. Wpromote needed to design a full-funnel strategy without their usual access to first-party data, remarketing, or Google Discovery campaigns, so they turned to YouTube to build brand awareness.

Wpromote created YouTube campaigns broken out by audience type and readiness to convert and combined that with responsive search or display ads and automated bidding. They then employed brand lift studies, search lift studies, and other advanced analyses to prove the impact of the campaigns.

The result was 706,000 total lifted users and a 26 percent higher positive response rate for users exposed to the brand through the YouTube ads. Wpromote also saw a strong positive correlation between YouTube ad spend and monthly brand search volume, particularly in the two weeks around the Super Bowl.

Recognizing the impact of the YouTube campaign on overall business, Unibet is now shifting priority from over-the-top streaming TV ads to YouTube. And, thanks to learnings gleaned from the campaigns, Wpromote will continue to lean into tent pole events as they build brand awareness for clients.