



## FloSports wins non-endemic advertising deals and increases revenue by 70%

 **FLOSPORTS**

### Company Overview

FloSports is a subscription sports broadcaster and streaming service, providing access to over 200,000 sports competitions live or on demand, with exclusive, behind-the-scenes coverage and original programming for over 25 different sports.

“Since using Quantcast Measure, we’ve seen our non-endemic revenue increase 70% from last year.”



**MATT MILLER**  
DIRECTOR OF SALES DEVELOPMENT, FLOSPORTS

## CHALLENGE

FloSports started as a niche sports site that covered track and wrestling. They’ve now grown, covering more sports than ever before, including basketball, dance, and Brazilian jiu jitsu. Their usual advertiser is someone who wants to reach athletes. However, their sales team wanted to increase the number of non-endemic deals won. Convincing non-endemic advertisers that a cross-platform sports site is a good place to spend money seemed like it was going to be very difficult. FloSports had a high-level view of their properties, but the more granular data was disjointed.

## RESULTS

Quantcast’s granular audience insights helped FloSports win non-endemic advertising deals and increased their average proposal size. Whereas the previous year, 30% of their proposals sent out were to non-endemic advertisers, that number now increased to 60%. Their average proposal size increased by 80%, and their non-endemic revenue increased by 70%. They gained more web traffic and more subscriptions as well.

## SOLUTION

Quantcast Measure allowed FloSports to see their audience data by individual property and vertical, as well as at the aggregate network view. Surprisingly, they discovered that FloRodeo’s audience was 72% female, even though the team had assumed it was majority male. Now they could go deep with their data when they needed to tell a more nuanced story to advertisers. They could also change their content strategy to keep those FloRodeo visitors more engaged and likely to return.

## HIGHLIGHTS



**+80%**

average proposal size



**+70%**

non-endemic revenue