



NFL.com is the official website of one of the world's largest sports leagues and brands. A global rightsholder with a huge audience and reach.



## THE CHALLENGE:

- Over the last decade the NFL has experienced large audience growth within the UK and Ireland, but their advertising set-up was not initially able to cater for this international growth.
- As a result NFL.com was seeing low CPMs across their UK and Ireland inventory.



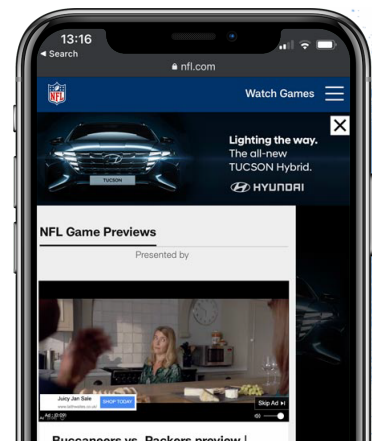
## THE SOLUTION:

- With a dedicated Sales team based in London, selling the NFL's mobile & web inventory directly to UK brands and agencies we were able to provide the experience and expertise in the UK market that the NFL needed.
- We exclusively represent their UK and Ireland traffic programmatically and also helped to secure the most fruitful premium branded campaigns that are relevant to their audience.
- Our Ad Operations team and dedicated Account Manager provided important assistance, advertising solutions and EU directives such as GDPR.
- NFL utilise Snack Media's audience of sports fans to promote their Game Pass product and UK broadcast programme.



## THE RESULTS:

- We provide an expert Ad Operations team working daily to review blocks, optimise ad placements, viewability, and performance on their behalf – saving time and resource for their international advertising team.
- The site sees impressive CPMs being delivered from the UK and Ireland traffic which has helped to enhance their overall revenue.



**SNACK MEDIA BRINGS TOP-CLASS EXPERTISE WITHIN THE AD INDUSTRY AND WE ARE EXCITED TO CONTINUE OUR RELATIONSHIP WITH THEM ACROSS NFL.COM AND OUR MOBILE APPS.**

Chandresh Patel, NFL's Director of Media across EMEA