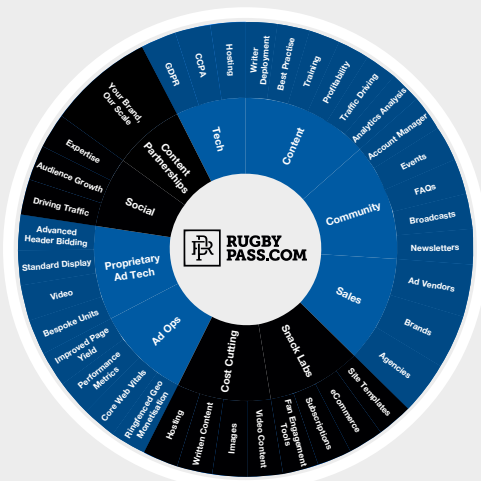
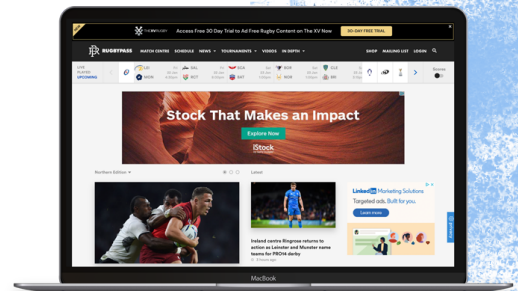


Rugby Pass is the World's largest, independent, online, rugby network. It offers a live streaming rugby service that now extends to 35+ territories. 1200+ live major rugby games streamed OTT per year – more than any other broadcaster globally.



THE CHALLENGE:

- Rugby Pass were disappointed with poor CPMs and traffic levels within their key regions - the UK and Ireland.
- They felt that they were inadequately represented in a competitive market from a programmatic point of view and were struggling to secure premium campaigns.
- They needed additional digital resources and expertise to help grow the Rugby Pass brand.



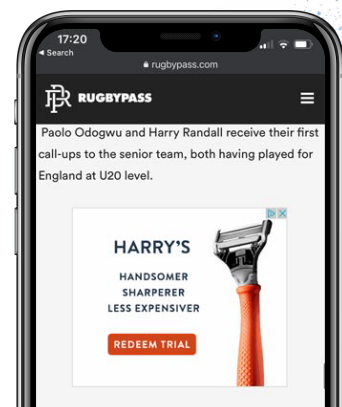
THE SOLUTION:

- We supplied our dedicated Sales team based in London selling directly to UK brands and agencies, we helped to secure premium branded campaigns from the likes of Japan Tourism, Peugeot, and Guinness.
- They outsourced our expert Ad Operations team who work on a daily basis to optimise ad placements, viewability, and performance on their behalf – saving them time and resource and ultimately enhancing their page yield and overall revenue.
- We provided an ad block recovery solution as well as advice and resource across AMP implementation and SEO strategy to increase mobile traffic and revenue as well as manage user experience.



THE RESULTS:

- With our help across all areas of publishing the Rugby Pass network is now easily the biggest online rugby network with over 13m monthly page views and 7.3 unique users.
- We continue to target three main areas; traffic volume, price and engagement and are seeing impressive uplifts across the board year on year.
- In 2020 Rugby Pass saw their page views rise by over 50% in comparison to the year before.



GREAT SERVICE AND STRONG REVENUE PERFORMANCE. PROFESSIONAL, WELL-STAFFED, AND RESPONSIVE.

Richard North, Chief Strategy Officer

Heineken
CHAMPIONS