

**LiveScore™**



**MYSTERY  
FOOTBALL**

**CASE STUDY**

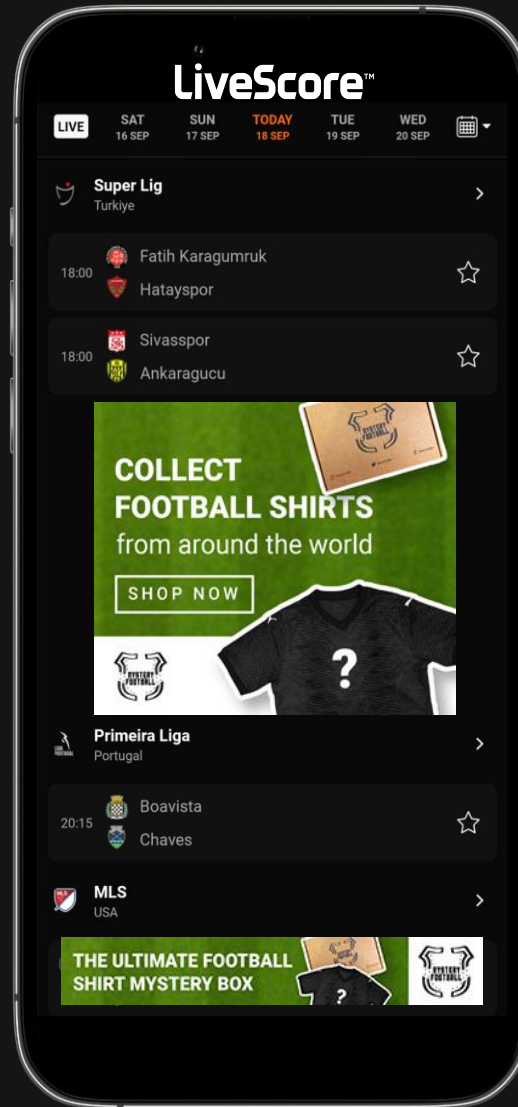
## BACKGROUND



MysteryFootball set out to provide football fans with an **exciting way to build amazing football shirt collections**. Their Mystery Football Shirt Boxes have become immensely popular, offering a unique and vast range of shirts.

Their latest offering, includes current season shirts from major brands like Puma, Umbro, and Castore, allowing fans to access a huge range of high-quality shirts, ensuring they are one of the best providers of Football Shirt Boxes in the market.

## THE CHALLENGE



Mystery Football wanted a **full-funnel approach** to its campaign.

### Goals:

- To increase brand awareness amongst football fans in the UK
- To boost traffic to the MysteryFootball website, ultimately increasing revenue and sales.

In a competitive market with numerous options for football merchandise, standing out is crucial and this is where LiveScore could utilise its range of advertising solutions, to establish MysteryFootball as the go-to provider for unique, high-quality football shirts.

With a range of insights available, LiveScore wanted to elevate the MysteryFootball brand and convert increased awareness into tangible sales growth.

LiveScore's platform boasts over **2.4 million monthly users in the UK**, with over **99%** of these users interested in football and **38%** indicating they purchase team merchandise leading up to major tournaments.

# AWARENESS AND PERFORMANCE

LiveScore supported MysteryFootball by building **awareness** during the 2023/2024 football season and Euros 2024 tournament by **activating premium digital display assets** across high-traffic sections on desktop, mobile and app.

The display campaign was split into run of site which drove brand awareness, delivering over 40m impressions to UK football fans, whilst the **LiveScore OnTarget** 'interest' and 'intent' audience targeting drove performance amongst users who were looking to purchase **'football fashion'** during some of the biggest moments of the season.

By also tapping into different demographic audiences such as **'Higher Earners'**, MysteryFootball could ultimately deliver relevant advertising to an engaged audience.




HIGHER EARNER

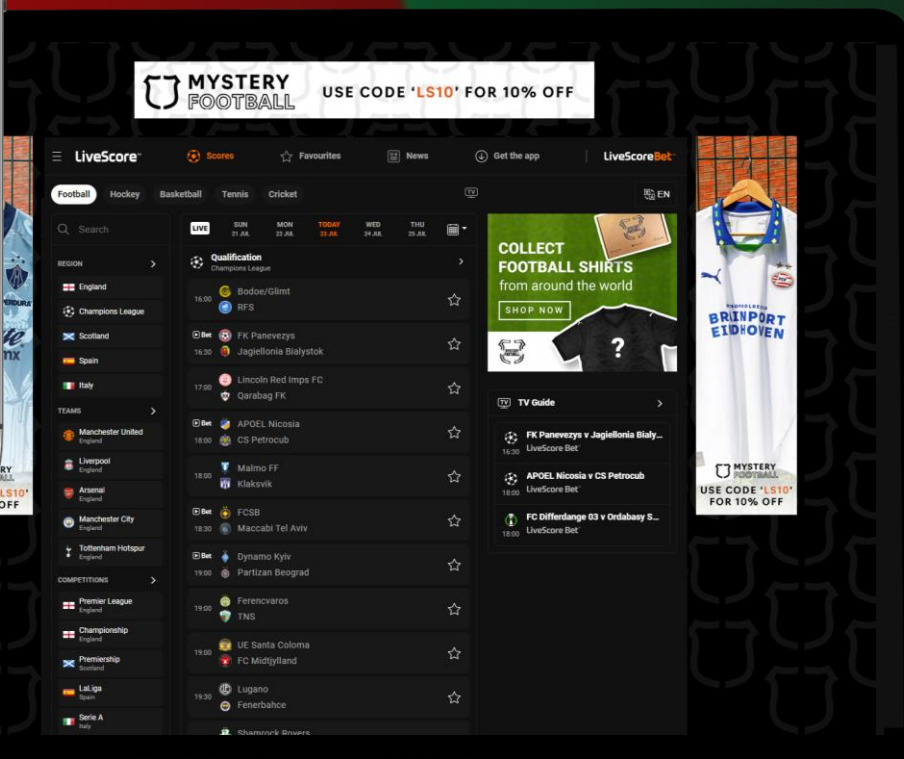
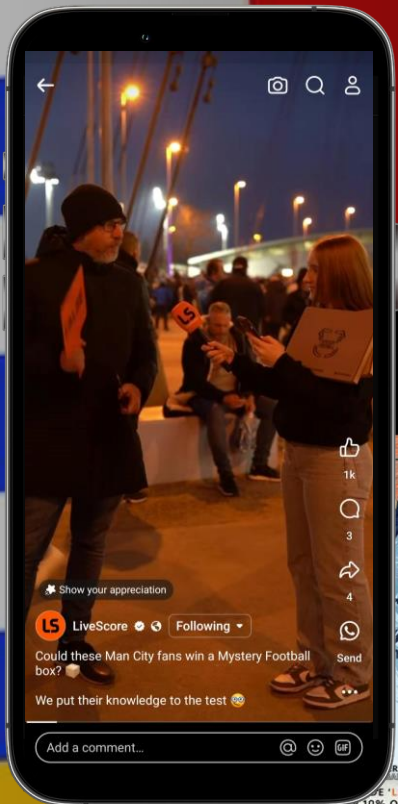


**85%**  Increase in campaign CTR  
when applying first-party audience segments

SPORTS FASHION  
INTEREST



**28%**  Increase in campaign CTR  
when applying first-party audience segments



## FULL-FUNNEL SOLUTION

MysteryFootball activated in the lead-up to one of the most anticipated games of the year, the 2024 Euros Final. By utilizing a **cross-device takeover on the LiveScore homepage**, the brand capitalized on the peak site traffic and engagement during this period. By creating an exclusive discount code for the LiveScore community, MysteryFootball enticed potential customers to try their products by tapping into the excitement of the Final.

To complement the on-platform activity, LiveScore ran a mix of **social content** that increased reach and highlighted MysteryFootball shirts through activations such as a fan quiz and giveaway, putting the public's football knowledge to the test.

# RESULTS



**40+ Million**  
Delivered impressions



**7.9%**  
Social  
engagement



**3.60% CTR**  
Mobile takeover



**24% ↑**  
Increase in revenue on  
date of takeover

