

Generating revenue with social video

A case study

How FloSports increased social advertising revenue by 96% during the 2021 Tour De France

 **FLOSPORTS**

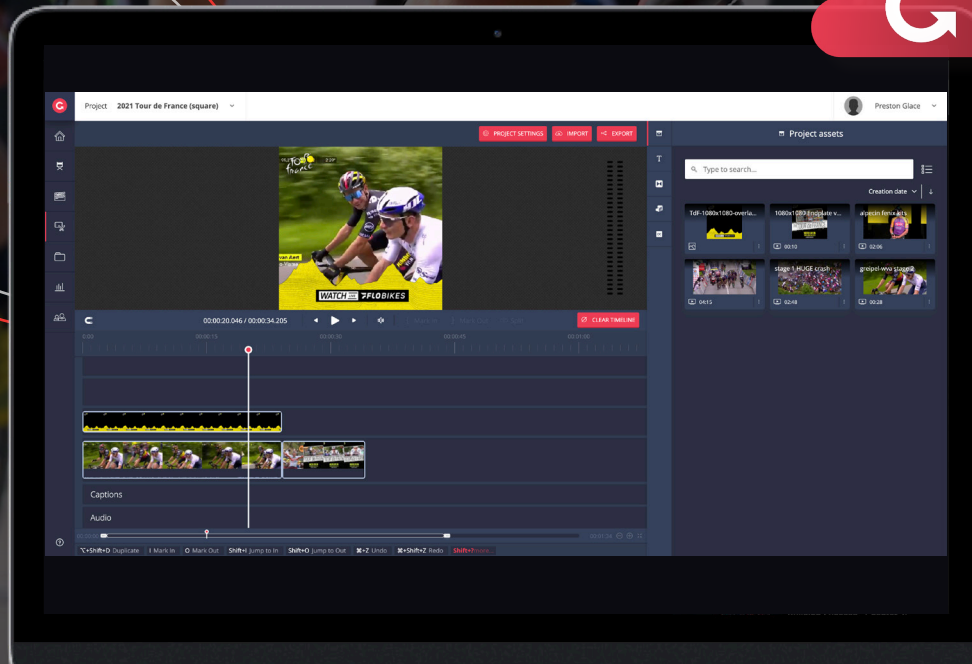


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INTRODUCTION



FLOSPORTS



Ahead of the 2021 Tour De France, FloSports, the streaming service which gives fans access to over 300,000 live and on-demand sporting events annually, partnered with Grabby to deliver high-impact, real-time coverage of the Tour across social media.

FloSports utilized Grabby's cloud video platform to deliver real-time Tour de France highlights across Twitter, Facebook, Instagram and YouTube, with the aim to engage cycling fans across the US while increasing its FloBikes brand exposure and generating revenue from social content.

FLOSPORTS

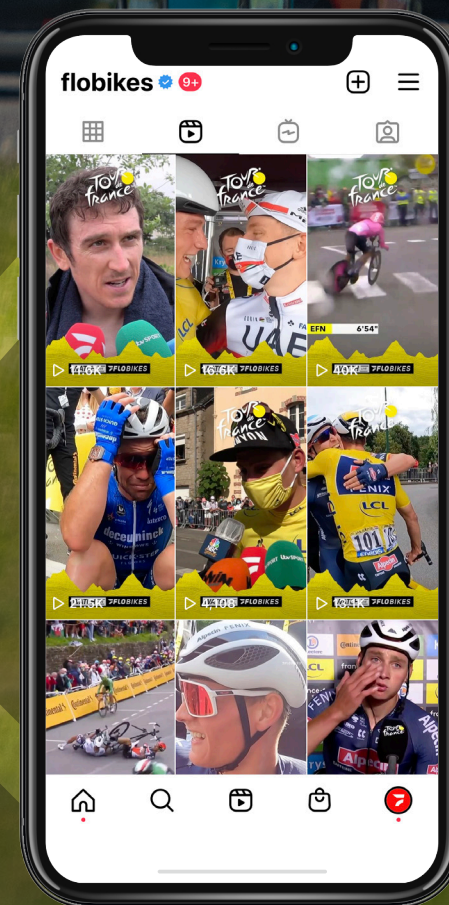
REAL-TIME RACE UPDATES

Using Grabyo's live video clipping, editing and publishing platform, FloSports' digital team delivered highlights instantly, optimized for viewing across every social platform. This included real-time vertical videos for Instagram Reels, square format videos for Instagram feeds and horizontal aspect ratios for YouTube, Twitter and Facebook.

Grabyo's cloud-native platform allowed FloSports digital team to work entirely remotely and collaboratively from anywhere in the world, being able to produce quality video content using minimal resources and manpower.

 LIVE

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THE RESULTS



588%

Increase in video views



465%

Increase in social engagements



96%

Increase in YoY programmatic advertising revenue



FloSports' tactical approach across each platform led to a 588% increase in video views, a 100% increase in engagement rates, and 465% increase in the number of engagements.

FloSports used this reach to grow the exposure of its FloBikes brand using custom graphic overlays with call-to-action messaging to drive traffic to its platform and increase its subscriptions.

FloSports also grew its YoY programmatic advertising revenue by 96% across social media platforms including Facebook and YouTube.



Sarah Hoffman

Director, Digital Marketing at FloSports



Working with Grabyo to deliver our social content for the Tour De France has allowed us more flexibility and agility to create content that resonates with our audiences. Our partnership with Grabyo has allowed us to continue innovating our content offering, generating more revenue while connecting with fans across every platform."

"Helping FloSports deliver its social content for the Tour De France has been extremely exciting for us. Not only are they directly attributing revenue to the use of Grabyo's platform around the Tour de France, they are also growing their audiences for the long term and building the FloBikes OTT brand for future events. We look forward to working with FloSports on their future OTT marketing strategy."

Mike Kelley

President of Americas, Grabyo

