



GEO-FENCING + GEO-CONQUESTING

Partnered with Under Armour & Academy Sports to drive awareness and sales of the UA "Storm Armour" Fleece 2016 Holiday promotion, by geo-fencing all Academy Sports retailers, and geo-conquesting competitive retailers within a 3 miles radius of Academy locations.

✔ **7,400+** WALK-INS (**190** PER DAY)

✔ **24%** INCREASE FROM SAME SALE 2015

✔ **\$6.75** CPA

