



PARTNER CASE STUDY

AT A GLANCE

COMPANY

i9 Sports

INDUSTRY

Youth/Children's Enrichment

CLIENT DESCRIPTION

i9 Sports is the nation's largest multi-sport provider focused solely on high-quality, community-based youth sports programs. They offer youth sports leagues, camps and clinics for kids ages 3 and up in today's most popular sports.



"The approach and AI-backed platform has helped on so many fronts. From trust and adoption to scale — both on the brand side, knowing that it's done well, and also on the franchisee side, as they are excited to participate. Being able to have an omni-channel approach that is efficient with fairly modest and low budgets brings a sophistication to local marketing that our franchisees couldn't do beforehand."

BRANDY ZICKEFOOSE

Vice President of Marketing,
i9 Sports

CHALLENGES

i9 Sports needed a robust solution to enhance high-quality lead generation, streamline member engagement, and boost local brand visibility. Prior to partnering with us, their franchisees' minimal engagement in digital marketing led to limited form submissions, hindering lead nurturing and local brand exposure. They wanted a solution that would solve their marketing problems, but also be appealing and intuitive for their franchisees.

RESULTS & IMPACT

i9 Sports experienced increased engagement across multiple platforms through the adoption of an **omni-channel strategy**. The brand greatly values features such as **automatic budget distribution and secondary search-only campaigns** that our solution provided.

Here's a glimpse of the impact:



Increased Local Traffic: Eulerity ads drove an average of **over 520 new users per month** directly to each participating location's landing page.



Increased Visibility: Eulerity directly generated **30,427 impressions per location per month** and an average of **120 form submissions**.



Cost-Effective Marketing: The platform proved highly cost-effective, with an average **cost per click of only \$0.87**.

Franchisees not only tackled local digital marketing, but gained a partner platform that automates and amplifies their individual messages while maintaining brand consistency.