Smart Strategy, Real Results
Postmedia Helps Home Lottery Brand Reverse Sales Decline

OVERVIEW
A reputable non-profit home lottery brand had seen a dip in ticket sales and needed to turn things around. They approached Postmedia with a clear goal: improve visibility, boost conversions, and do it all with a lower cost per acquisition.

APPROACH
Postmedia developed an integrated media strategy that moved audiences from awareness to action. To keep the brand top of mind, the team leveraged high-funnel digital display across the Postmedia network, followed by programmatic display campaigns focused on competitor targeting, custom intent, and retargeting. A sponsored content article on Edmonton Journal shared the brand's community impact story, promoted through content driver ads, social amplification, and high-performing brand sell placements. These tactics not only built trust but also drove engaged traffic to the lottery site. Postmedia continually optimized the campaign through real-time insights, adapting creative and media mix to maximize performance at every stage of the funnel.

CONCLUSION
The campaign exceeded expectations, generating over 9,200 purchase conversions while maintaining a highly efficient $1.66 cost per acquisition. Engagement rates across the funnel soared: content driver ads delivered double the typical clickthrough rate, and brand sell placements outperformed industry benchmarks by 5x. These results helped re-establish the brand's presence and convert interest into meaningful sales.

9,200
PURCHASE CONVERSIONS

$1.66
COST PER ACQUISITION
$2.41 vs. $1.66 benchmark*

10x
CTR ON DISPLAY ADS
0.84% vs. 0.08% benchmark*

*Benchmarks are industry averages

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