



CHOICE HOTELS

FAN365 Wrap-Up Report
April 2026

LEARFIELD

CAMPAIGN OVERVIEW

AGGREGATE

GOAL

Build affinity and drive conversions for Choice Hotels among college sports fans.

OBJECTIVE

Reach college sports fans to drive awareness and consideration for key initiatives around hotel bookings, enrollments and VIP experiences through connecting targeted IP creative and exclusive 1P audiences.

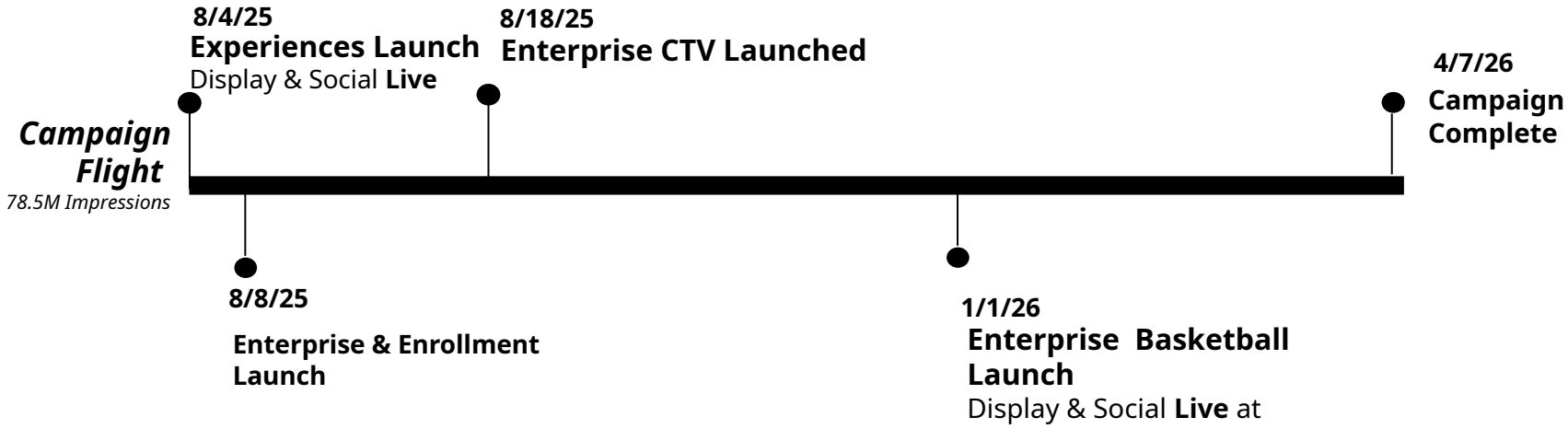
DELIVERABLES +

Channels: Display, CTV, Social Media
Impressions: 78,500,000

KPIS

Primary KPI: Booking Revenue
Other Considerations: Enrollments, Experience Bids

TIMELINE

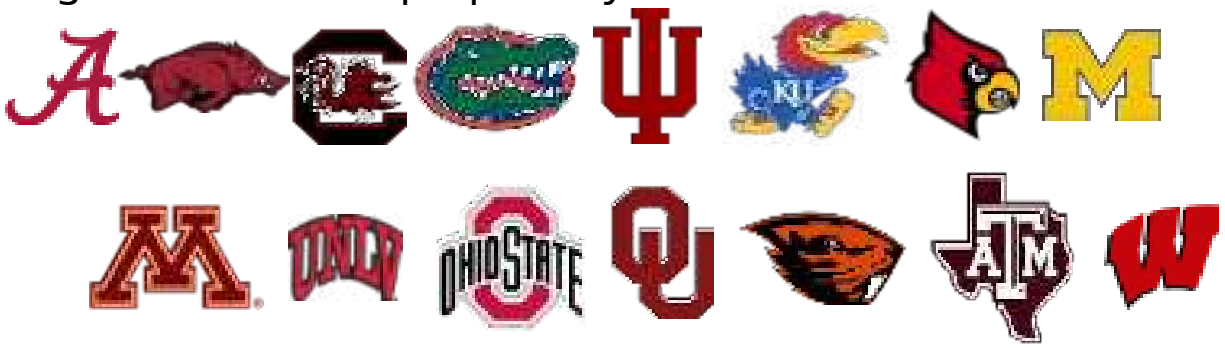


CAMPAIGN EXECUTION & RESULTS

AGGREGATE

STRATEGY

Brand awareness and conversion consideration for Choice Hotels by leveraging fan affinity across 15 selected LEARFIELD properties. Reach new and existing customers of Choice Hotels by tapping into Fan365 1P proprietary fan data.



YOY CAMPAIGN SHIFTS

- **Campaign Start:** Launched Enterprise one week early to capitalize on growing fan momentum ahead of the football season.
  - Connected TV campaign launched in August this year versus previous year of 9/27/24
- **Connected TV:** Implemented tracking to accurately attribute revenue and booking data, enabling improved reporting and deeper performance insights.
- **Campaign Impression shift:** Social Enrollment impressions moved to Display Enrollments, Display Experiences shifted to Social Experiences

RESULTS

79.8M

1.4M Added Value

IMPRESSIONS

87.6K ***(+46%)***

BOOKINGS

20.6M ***(+37%)***

REVENUE

DISPLAY & CTV



FAN365 DISPLAY & CTV: EXECUTIVE SUMMARY

FLIGHT DATE: 08/08/25 – 04/07/26

+39% YOY REVENUE GROWTH

Bookings (+48.9%) are surging while efficiency improves **(CPA ↓32.6%, ROAS ↑38.8%).**

+79% YOY TRAFFIC INCREASE

Clicks, and **engagement signals** indicate a major lift in demand generation and audience interest.

3X CTR YOY

CTR **rose to 0.09%** (excluding CTV), from 0.03% last year, **signaling stronger engagement** and more effective creative/media targeting.

53.6M	85,951	$20.3M	$17.70	209,200
IMPRESSIONS	**BOOKINGS**	**REVENUE**	**ROAS**	**SITE VISTORS**

TOP REVENUE DRIVERS: Wisconsin, Michigan, Ohio State, Alabama, Minnesota

FAN365 DISPLAY: ENTERPRISE

FLIGHT DATE: 08/08/25 – 04/07/26

33.9M	$17.7M
IMPRESSIONS	REVENUE
73,724	10,110
BOOKINGS	ENROLLMENTS

INSIGHTS

→ **Football — Awareness at Scale**
78% of impressions, driving **$9.8M in revenue**
Fills the funnel with new, high-intent audiences.

→ **Basketball — High-Efficiency Conversion**
Only **22% of impressions**, yet **$7.87M revenue** was generated, nearly **4× the rate** of football.
Warm audiences convert fast.

→ **Recommendation**
Add an **Abandon Cart pixel** to capture high-intent drop-offs and further boost retargeting precision heading into next season.

Football and basketball aren't competing budgets, they're a single, compounding revenue engine. Football primes; basketball clos

FAN365 DISPLAY: EXPERIENCES & ENROLLMENT

ANALYTICS

METRICS	ENROLLMENT 08/08/25 - 12/31/25	EXPERIENCES 08/08/25 - 11/17/25
IMPRESSIONS	3,534,965	1,024,621
CLICKS	1,368	4,096
TOTAL REVENUE	$1,360,341	$154,297
CONVERSIONS/ CVR	6,472 / 0.18%	766 / 0.08%
ENROLLMENTS	1,220	131
SITE VISITS	12,919	1,465
EXPERIENCES PAGE VISITS	122	2,687

KEY INSIGHTS

- Enrollments: Bookings are up by 56% YoY and enrollments are up by 59% YoY
- Experiences had higher page visits, but lower overall traffic and bookings

RECOMMENDATIONS

- Extend enrollment flight window into basketball season.
- Update & prioritize Choice Privileges CRM list before FY27
- Layer member data back into audiences to improve targeting and conversions

FAN365 CONNECTED TV: 98% VIDEO COMPLETION RATE

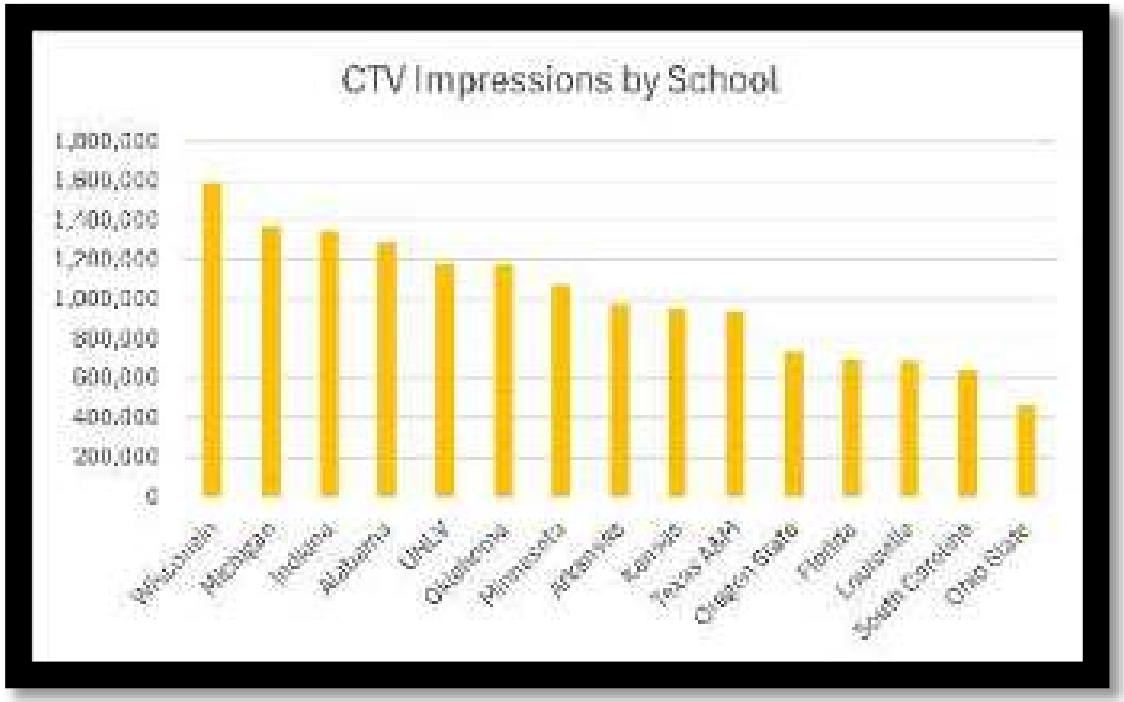
FLIGHT DATE: 8/18/25 – 4/7/26

Programmatic CTV was introduced into the strategy to drive brand awareness across strategically selected schools and tap into their fandoms.

First Season with full attribution via CM360:
In FY25, CTV tracked only impressions and video completion rate due to lack of channel-level revenue and booking data. This year, enhanced CM360 tracking captures **$1.09M in revenue** and **4,979 bookings** directly attributed to CTV, establishing a true performance baseline for the channel for the first time.

Top Driver of Performance:
The :15 ad accounted for 57% of CTV impressions and led on every conversion metric: **2,874 bookings, $637K in revenue,** and **847 enrollments** vs the :30 ads: **2,105 bookings, $451K, and 556 enrollments.**

Recommendation:
Continue optimizing toward :15 creative given its strong performance



VCR remained consistently strong across top schools, averaging **98.8%**

SOCIAL



FAN365 SOCIAL: EXECUTIVE SUMMARY

FLIGHT DATE: 08/08/25 – 04/07/26

+15% YOY ENGAGEMENT GAINS

Clicks reached 143,832 with a **0.55% CTR,** signaling stronger performance in driving users to the site.

+87%YOY SIGNIFICANT LIFT IN ON-SITE INTENT

Landing page views 46,536**, reflecting improved click-to-load rates** and higher user intent.

STRONG CONVERSION IMPACT

Campaign delivered **1,608 bookings, $311K in revenue**, and **1,083 enrollments,** demonstrating meaningful downstream performance.

26M	1.6K	$311K	1,083	46K
IMPRESSIONS	**BOOKINGS**	**REVENUE**	**ENROLLMENTS**	**LANDING PAGE VIEWS**

TOP REVNUE DRIVERS: Wisconsin, Michigan, Oklahoma, Alabama & Minnesota

FAN365 SOCIAL: ENTERPRISE

FLIGHT DATE: 08/08/25 – 04/07/26

22M	$254K
IMPRESSIONS	REVENUE
1,290	880
BOOKINGS	ENROLLMENTS

INSIGHTS

→ **Lower Funnel Drives Stronger Engagement and Efficiency**

Lower funnel campaigns significantly outperformed upper funnel in CTR **(2.40–2.87% vs. 0.07–0.11%),** indicating **higher intent audiences** and more **efficient click generation.**

→ **Upper Funnel Scales Reach and Conversion Volume**

Upper funnel campaigns delivered the largest reach and frequency, contributing heavily to total purchases, particularly **Enterprise Upper with 673 purchases**, demonstrating its role in driving scale and feeding the funnel.

→ **Recommendation**

While upper funnel tactics contribute **58% of total conversions**—shifting additional budget here is likely to improve overall return given stronger efficiency.

Upper funnel campaigns deliver scale and volume, while lower funnel campaigns capture high-intent users more efficiently —together creating a balanced approach that maximizes both reach and conversions.

FAN365 SOCIAL: EXPERIENCES & ENROLLMENT

ANALYTICS

METRICS	ENROLLMENT 08/08/25 - 12/31/25	EXPERIENCES 08/08/25 - 11/17/25
IMPRESSIONS	1,844,633	2,166,294
CLICKS	9,708	19,678
TOTAL REVENUE	$19,158	$37,416
BOOKINGS	102	216
ENROLLMENTS	87	116
LANDING PAGE VIEWS	1,735	8,424
EXPERIENCES PAGE VISITS	15	8,465

KEY INSIGHTS

- Strategy shifts in impression delivery, **reallocated 334K** from Experiences to Enrollments
- Experience site visits **increased to 8,465 (+41% YoY),** showing improved user interest.

RECOMMENDATIONS

- Enrollment campaigns can be further optimized by layering in updated CRM list audiences, focusing on high-intent users to improve conversion rate.

RECOMMENDATIONS



ADDITIONAL RECOMMENDATIONS & NEXT STEPS

CHANNELS

DISPLAY

Recommendations:

- **Enterprise:**
  - Add an additional Big Ten School due to 4 of your top 5 performers in booking and revenue (Wisconsin, Michigan, Ohio State, and Minnesota) are from the Midwest/Big Ten conference (Illinois or Iowa)
  - Given basketball's outsized conversion efficiency relative to its impression volume, increasing basketball flight impressions in 26-27 would allow the campaign to capitalize further on the groundwork laid during football season. Even a modest increase in winter impression volume could yield significant returns given the audience is already warmed and in a higher intent state by the time basketball begins.
  - Implement a second variation of creative for Basketball season to diversify the messaging
- **Enrollments/Experiences:**
  - Extend the Enrollment flight window into basketball season where sustained engagement drove strong returns in prior years and add a pixel on https://www.choicehotels.com/choice-privileges/account/enroll as a retargeting layer for site visitors who didn't convert.
- **CTV:**
  - Introduce a second creative variation for both the :15 and :30 formats in 26-27. Testing multiple creatives within each format length will reveal whether performance differences are driven by the ad length itself or by the messaging, giving the team more actionable data to optimize against going into future seasons.

RECOMMENDATIONS & NEXT STEPS

CHANNELS

SOCIAL

Recommendations:

- Total bookings declined 50% YoY, driven by underperformance in lower funnel campaigns, likely due to audience saturation. To address this, Social will refine audience segmentation by strengthening layered interest targeting, creating clearer separation between upper and lower funnel strategies to improve efficiency and conversion rates.

- Enterprise campaigns are the primary driver of revenue ($254K) and purchases, while upper funnel tactics contribute 58% of total conversions—shifting additional budget here is likely to improve overall return given stronger efficiency.

- Elevated frequency (8.6+) indicates audience saturation, contributing to declining engagement rates and softer CTR. To mitigate fatigue, refresh creatives and rotate messaging, incorporating basketball-specific themes or ad copy to re-engage users and sustain performance.

- Enrollment campaigns delivered less revenue YoY (-174%), signaling inefficiencies in audience quality and conversion intent. To address this, prioritize updated CRM list integrations

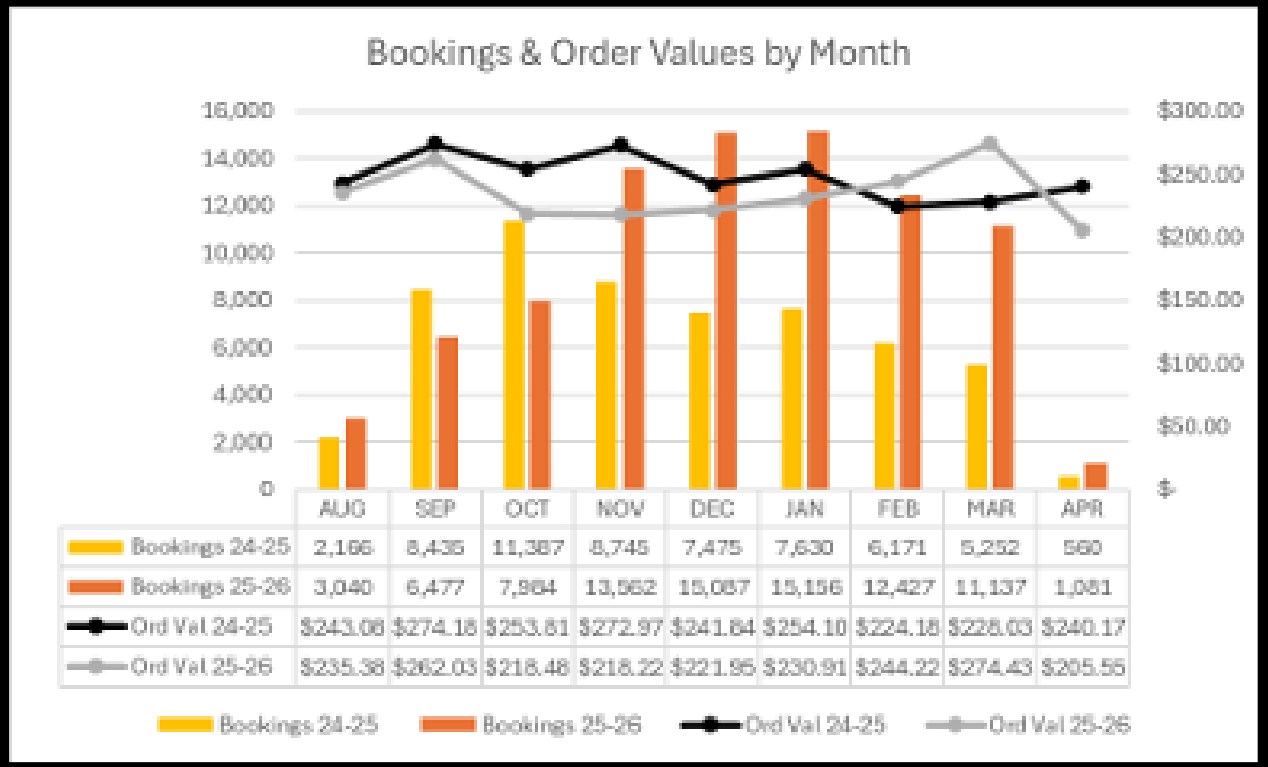
- Display campaigns are driving higher booking volume relative to spend, indicating room to scale—reallocating incremental budget here can help capture additional demand efficiently.

APPENDIX



FAN365 DISPLAY & CTV | REVENUE & BOOKINGS YOY

FLIGHT DATE: 8/8/25 – 4/7/26

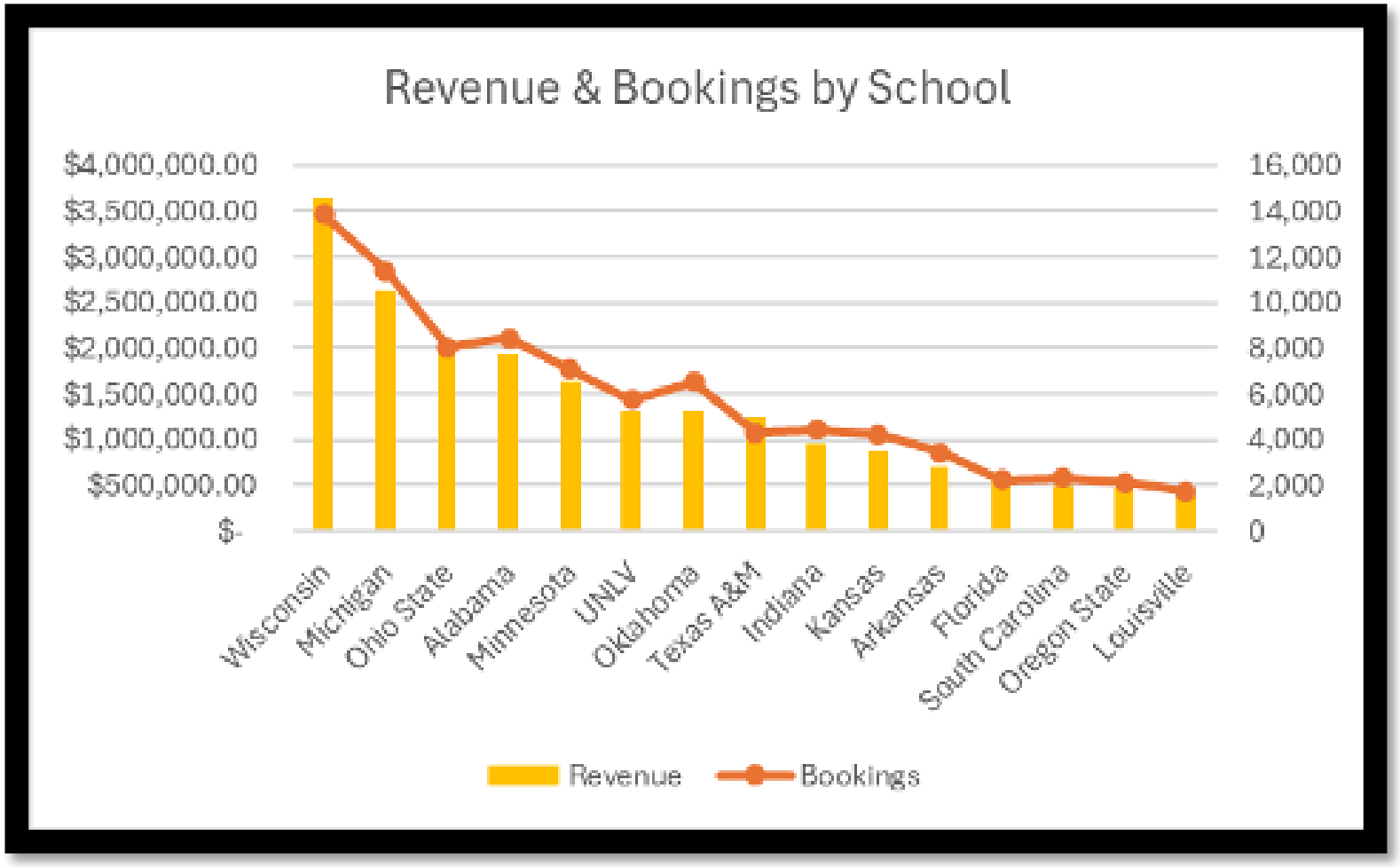




LEARFIELD

FAN365 DISPLAY & CTV | REVENUE & BOOKINGS BY SCHOOL

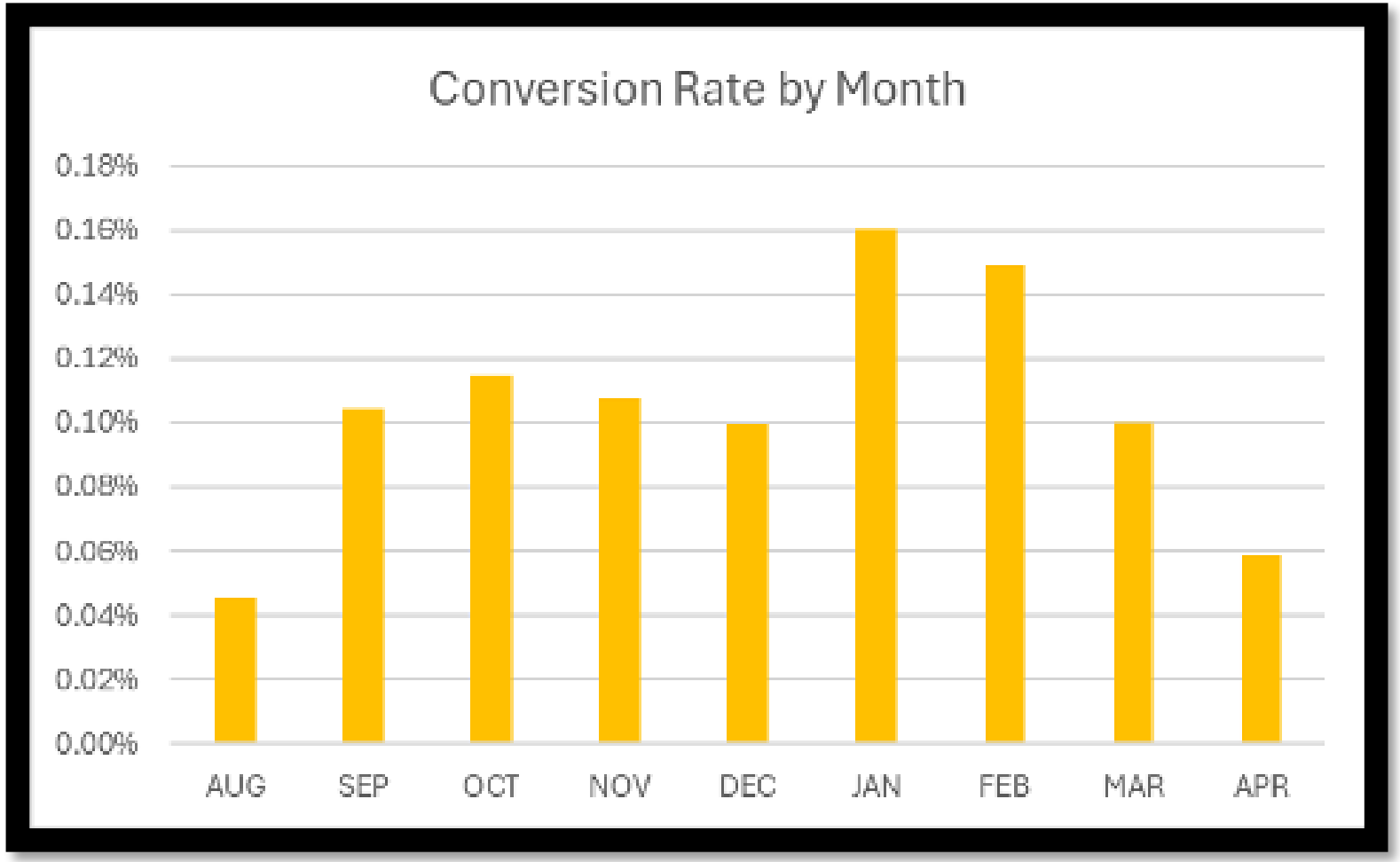
FLIGHT DATE: 8/8/25 – 4/7/26



LEARFIELD

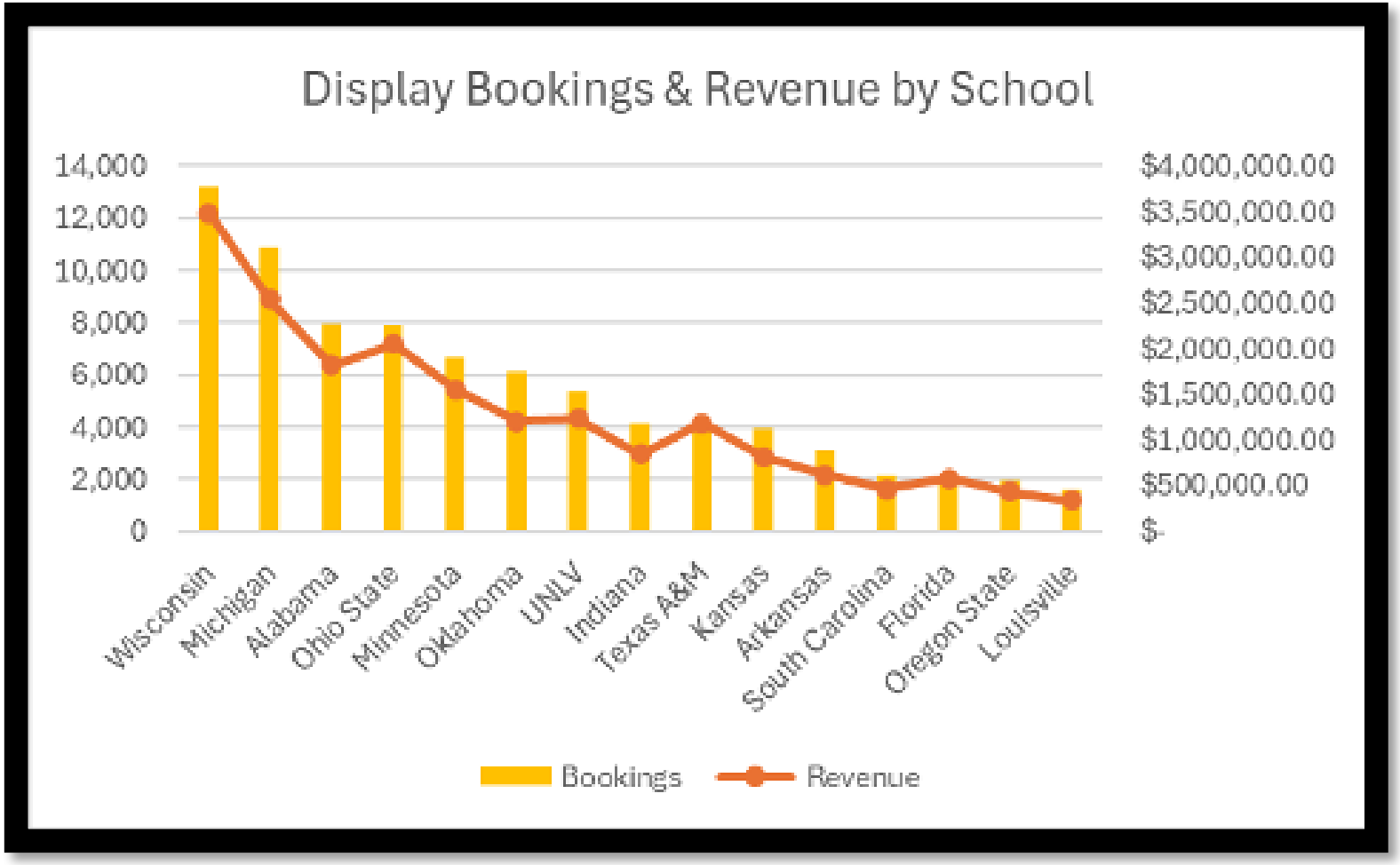
FAN365 DISPLAY & CTV | CONVERSION RATE BY MONTH

FLIGHT DATE: 8/8/25 – 4/7/26



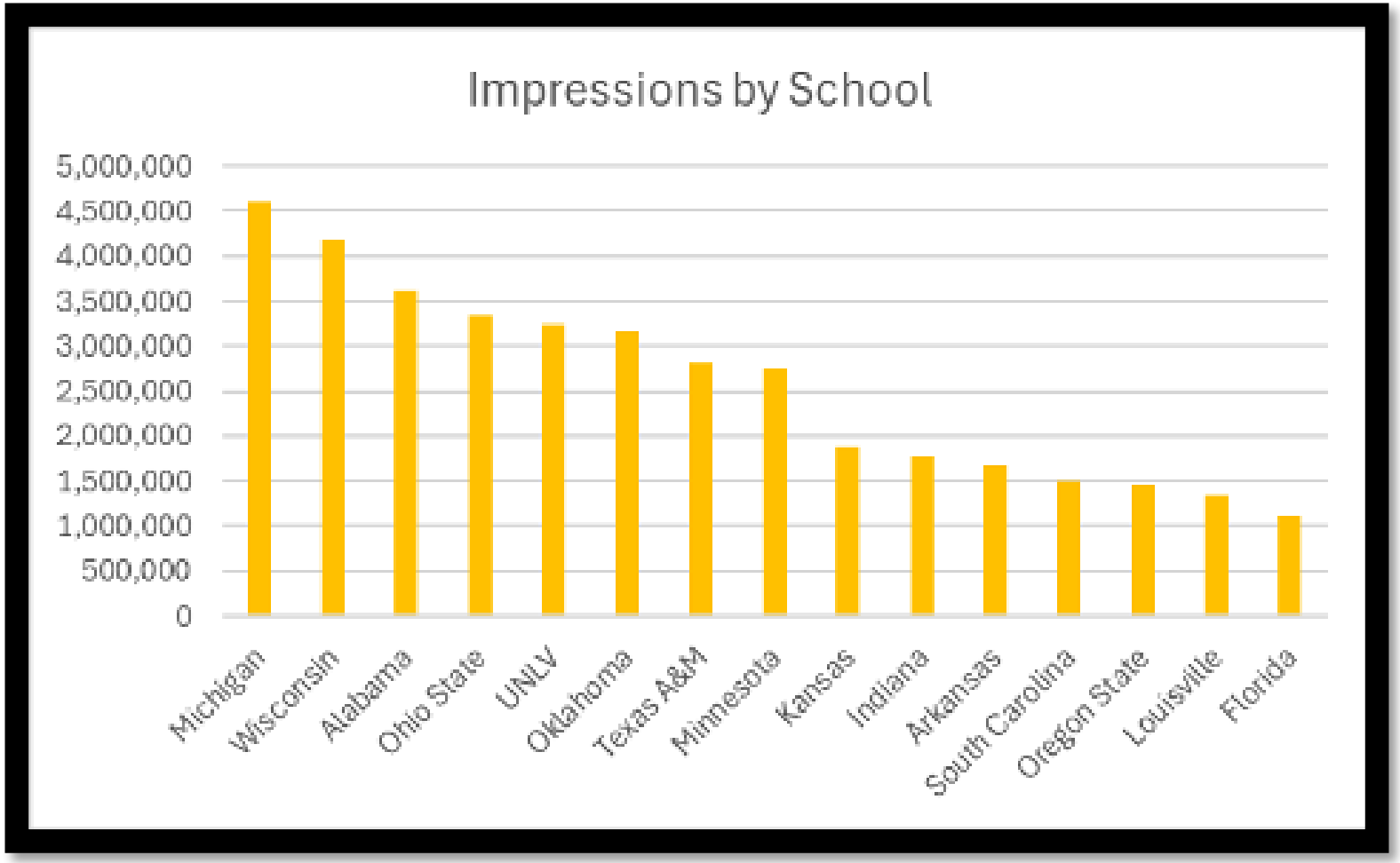
FAN365 DISPLAY | REVENUE & BOOKINGS BY SCHOOL

FLIGHT DATE: 8/8/25 – 4/7/26



FAN365 DISPLAY | IMPRESSIONS BY SCHOOL

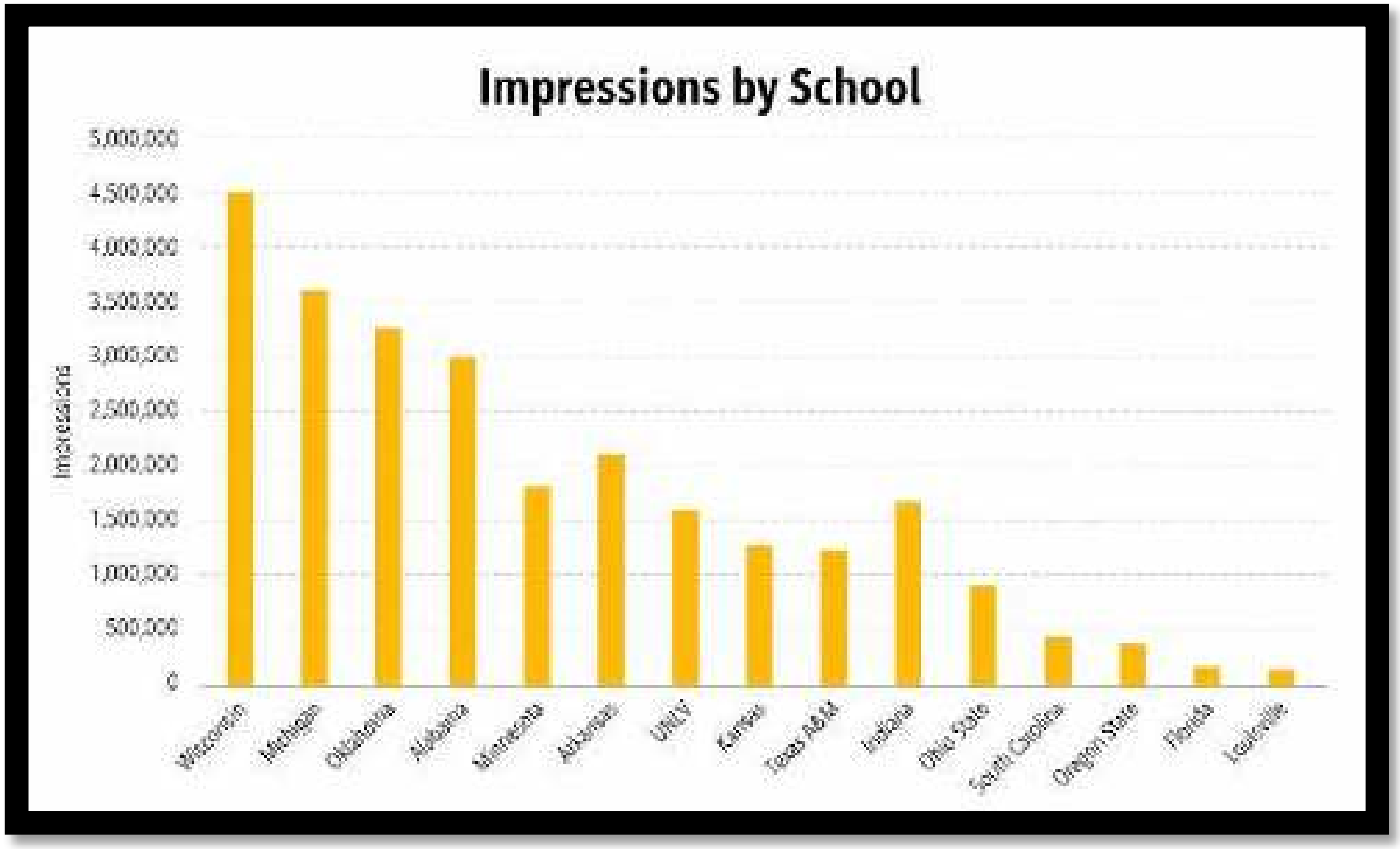
FLIGHT DATE: 8/8/25 – 4/7/26



FAN365 SOCIAL | IMPRESSIONS BY SCHOOL

ANALYTICS

FLIGHT DATE: 8/8/24 – 4/7/25

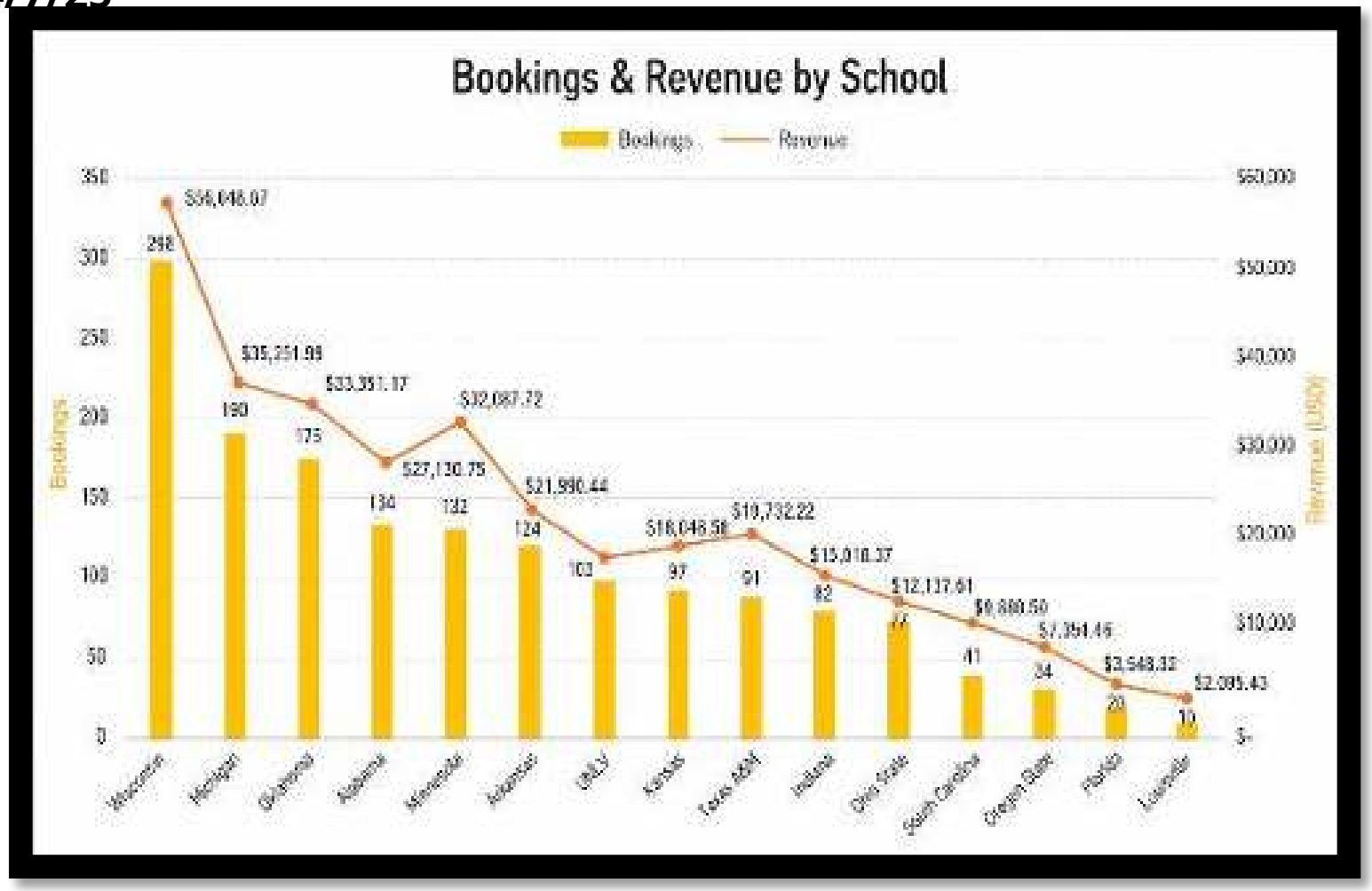


LEARFIELD

FAN365 SOCIAL | BOOKINGS & REVENUE BY SCHOOL

ANALYTICS

FLIGHT DATE: 8/8/24 – 4/7/25



LEARFIELD

THANK YOU!

LEARFIELD