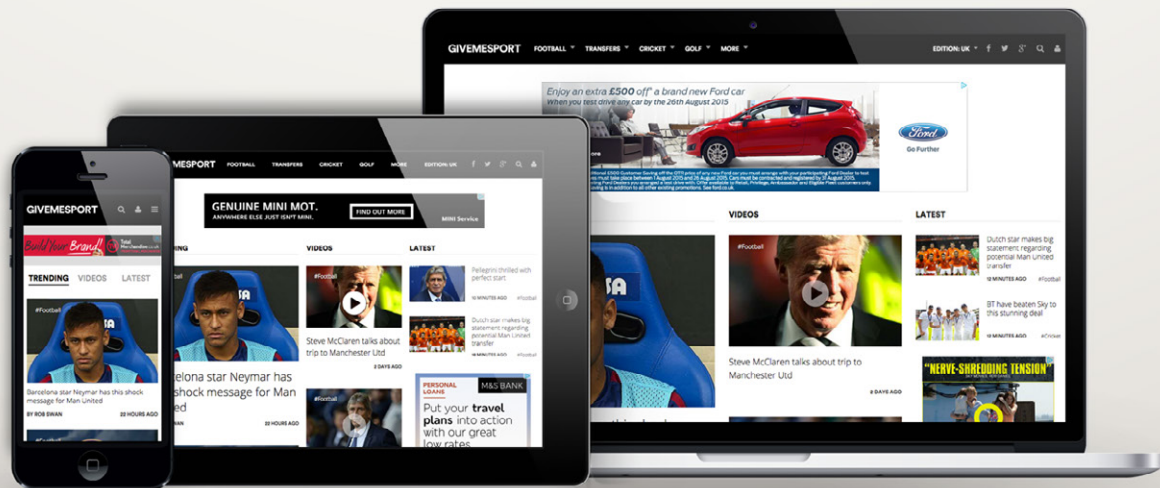


# SERVING THE RIGHT AD TO THE RIGHT DEVICE IS THE KEY TO DELIVERING INCREASED TRAFFIC AND REVENUE



## FAST FACTS

COMPANY NAME: GiveMeSport

SECTOR: Sports Media

WEB ADDRESS: [www.givemesport.com](http://www.givemesport.com)



## COMPANY BACKGROUND

UK based GiveMeSport is the fastest growing sports site in the UK. It produces and distributes premium sport content to a global audience of over 300 million passionate and influential fans.

GiveMeSport exclusively manage the online social presence of 150+ of the biggest names in sport (including Wayne Rooney, Tom Daley and Jessica Ennis Hill) and its managed talent pages have a combined reach of 100 million fans. GiveMeSport is the only dedicated sport Facebook Preferred Marketing Developer (PMD) in the world.

## THE CHALLENGE

GiveMeSport has been using the Lite version of the 51Degrees device detection product for a number of years. As the business grew and traffic scaled upwards, its business requirements changed and it needed to review and upscale to continue to deliver the same service.

The uptake of tablet users was one of the main driving factors in the need for change and the challenge was to deliver a better user experience to tablet users and enable GiveMeSport to target tablet adverts to these users as its share of usership increased.

GiveMeSport decided that the 51Degrees Microsoft .NET version was the right product to meet its changing needs.

## RESULTS

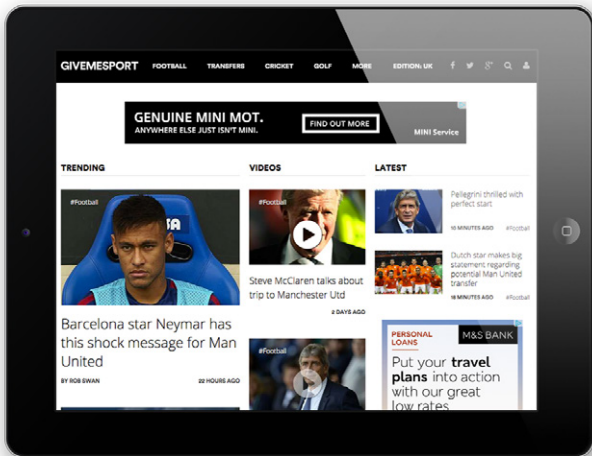
Since using the Premium product option, GiveMeSport has seen a variety of key business target improvements - Niall Hughes, Senior Website Developer said, *"We have used 51Degrees for a number of years very happily. Although the Lite product continued to perform well, it became apparent that it was time to upgrade to their Premium option."*

As part of GiveMeSport's responsive design, differential advertising by screen size was an essential requirement and with the upgrade, this has not only been possible but it has also seen significant commercial improvements.

***"This has increased tablet revenue by 40%"***

Niall Hughes | Senior Website Developer, GiveMeSport

GiveMeSport is now able to deliver tablet users the right experience, including the correct targeted ads and able to optimise and increase its tablet traffic by 300% and tablet revenues by 40%.



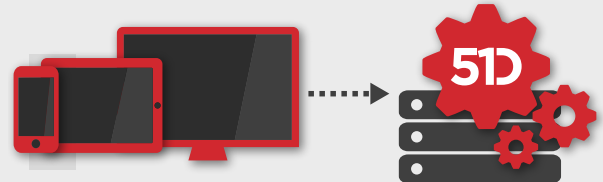
WITH 51DEGREES IN PLACE, BOTH TABLET TRAFFIC AND REVENUE HAVE INCREASED SIGNIFICANTLY

## HOW DEVICE DETECTION WORKS

- 1 Request for web page received by web site or content management system.



- 2 51Degrees client hosted high performance device detection uses finger prints (HTTP headers including user agents) to work out the type of device in less than 1 millisecond.



- 3 Your web site returns a page optimised for the precise screen and device type ensuring maximum performance and the best user experience every time.



Want to find out more?  
Visit [WWW.51DEGREES.COM](http://WWW.51DEGREES.COM)

Want to speak to someone?  
Call us on +44 118 328 7152

Or, email our team on  
[SALES@51DEGREES.COM](mailto:SALES@51DEGREES.COM)

### WHO ELSE IS USING 51DEGREES?

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**GIVEMESPORT**



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## RESULTS

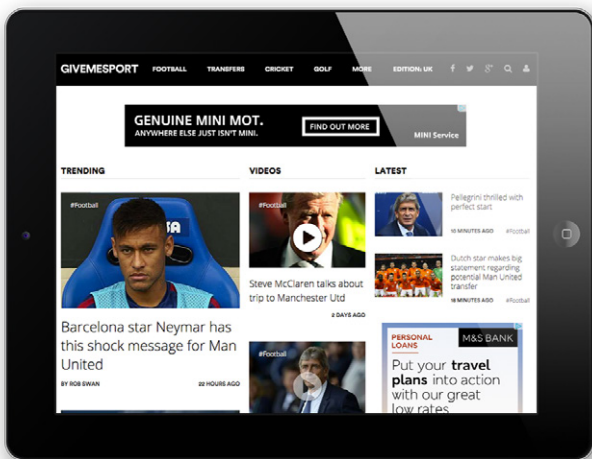
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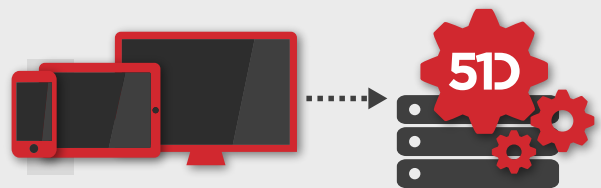
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