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CASE STUDY | LEISURE & ENTERTAINMENT

TeamSport: CTR up 3.2x in a year

Crimtan's AI Segments found high-intent people who had never visited the TeamSport website, tripling prospecting click-through rate year on year.

Crimtan | November 2026

ABOUT THE CLIENT

The UK's largest indoor go karting company

TeamSport is the UK's largest indoor go karting company, operating 38 tracks nationwide. Since 1992, the brand has become a leading leisure destination, known for multi-level tracks and high-speed karting.

Its audience is unusually broad: adult racers, juniors in its Race Academy, birthday parties, stag and hen groups and corporate team-building events, across venues in London, Manchester, Birmingham, Leeds and beyond.

TeamSport

Sector: Leisure & Entertainment
Market: United Kingdom
Focus: Acquiring new customers at scale through AI-powered prospecting

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THE CHALLENGE

Click-through had plateaued



With appeal stretching from birthday parties to corporate events, TeamSport's biggest growth opportunity lay in reaching people who had never engaged with the brand online.

After sustained programmatic activity, prospecting click-through rate had plateaued as the most responsive audience pools were reached. Existing segments showed signs of saturation, a common pattern in mature campaigns.

TeamSport needed a smarter way to find high-intent audiences before they ever visited the website, at scale and without relying on third-party cookies.

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THE OBJECTIVES

Four goals for the campaign

Break the CTR plateau

Break through the prospecting CTR plateau with fresh, high-intent audiences.

Reach new customers

Reach new customers who had never visited the TeamSport website.

Scale without cookies

Scale acquisition without dependence on third-party cookies.

Feed the funnel

Feed quality audiences into retargeting and loyalty activity.

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THE SOLUTION

AI Segments, powered by ActiveID

In summer 2026, Crimtan activated its next-generation AI Segments on TeamSport's prospecting activity, replacing the previous targeting approach with audiences built from first-party signals, contextual intelligence and ActiveID.

AI-powered audience segments

Crimtan's AI identified people who had never visited the TeamSport website but showed behavioural and contextual signals of a strong propensity to book, using lookalike modelling to find more of them at scale.

ActiveID keeps them fresh

ActiveID, Crimtan's privacy-first identity technology, dynamically extended the segments to audiences that were constantly refreshed and optimised, unlocking new, always-on and relevant customers for TeamSport.

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THE AUDIENCE

From juniors to corporate groups



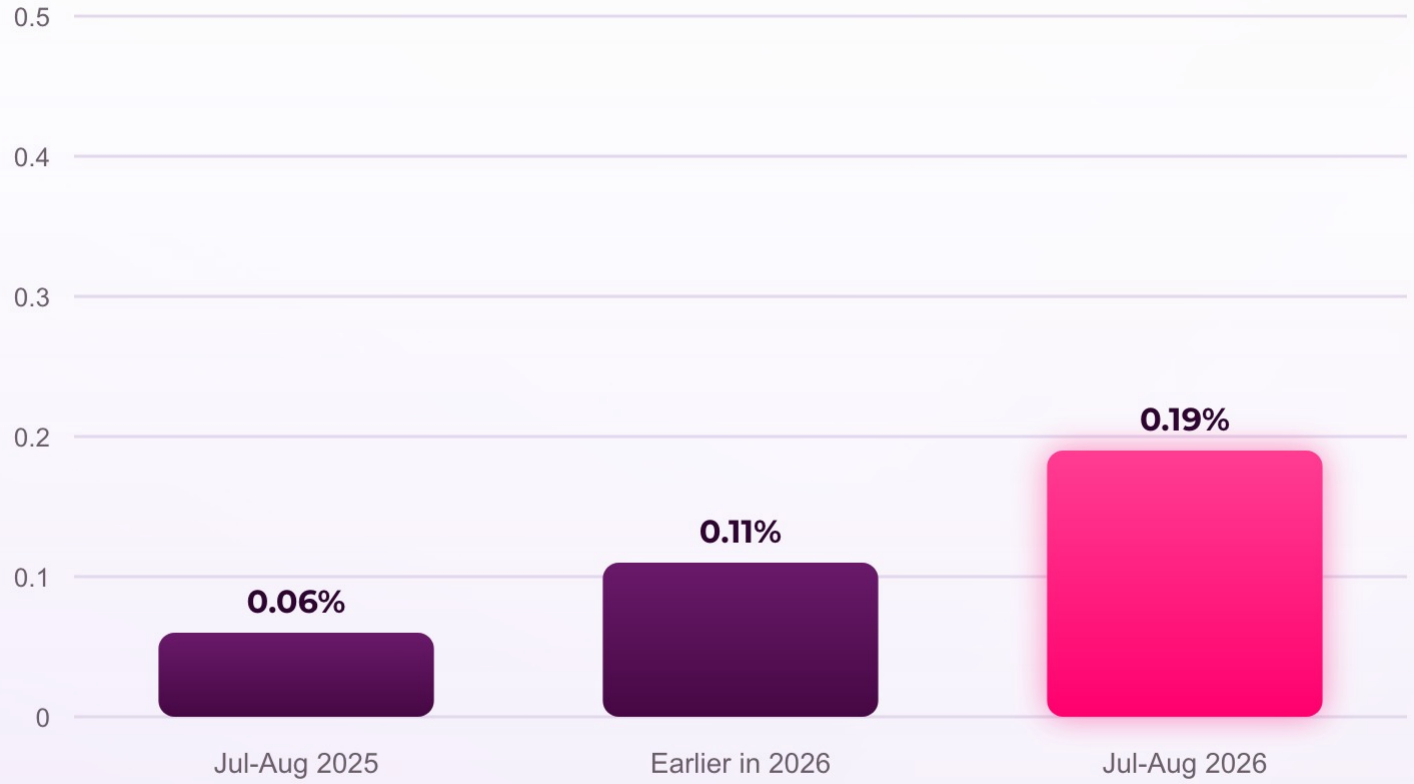






THE CHART

Click-through rate tripled in a year



What it shows

Prospecting CTR with Crimtan AI Segments reached 0.19% across July and August 2026, against 0.06% in the same months of 2025 and a 0.11% plateau earlier in 2026.
Typical programmatic display: 0.06-0.10%.

Source: Crimtan reporting, TeamSport UK prospecting campaigns, July and August 2026. CTR = clicks / impressions.

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THE FULL FUNNEL

One connected strategy



01

Prospecting

AI Segments find people who have never visited the website.

02

Retargeting

Quality audiences flow straight into retargeting.

03

Loyalty

Loyalty segments bring racers back to the track.

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THE RESULTS

AI Segments transformed prospecting

3.2x

Year-on-year CTR

A blended CTR of 0.19%, against 0.06% for prospecting in the same months of 2025, an uplift of 216%.

2.4x

Average industry benchmark

Well ahead of the typical 0.06-0.10% click-through rate for programmatic display.

1.7x

Improvement vs previous strategies

Earlier in 2026, prospecting had plateaued at 0.11% CTR.

Source: Crimtan campaign reporting for TeamSport.

“That's the advantage of a full-funnel partner, it's one connected strategy, not separate campaigns stitched together.”

Michael Matthews, Digital Director, TeamSport

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Thank you

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