

CASE STUDY | LEISURE & ENTERTAINMENT

TeamSport: prospecting CTR up 3.2x year on year

Leisure and entertainment, United Kingdom. Crimtan AI Segments found new customers for the UK's largest indoor go karting company.

3.2x

Prospecting CTR year on year (0.19% vs 0.06%)

2.4x

Against the typical 0.06-0.10% industry CTR

1.7x

Improvement on the 0.11% plateau earlier in 2026

The challenge

Prospecting click-through rate had plateaued as the most responsive audiences were reached and segments saturated. TeamSport needed new high-intent audiences, found before they ever visited the website and without third-party cookies.

What we did

In summer 2026 Crimtan replaced the previous targeting with AI Segments built from first-party signals and contextual intelligence. Lookalike modelling found more people who had never visited the website, and ActiveID kept the audiences refreshed.

The result

A blended CTR of 0.19% across July and August 2026, against 0.06% in the same months of 2025, an uplift of 216%. Quality audiences now flow into Crimtan's retargeting and loyalty segments.

> *"That's the advantage of a full-funnel partner, it's one connected strategy, not separate campaigns stitched together."*
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> **Michael Matthews, Digital Director, TeamSport**