

# Case Study: fuboTV's Homepage Banner Drives Viewership

## Objective:

Track viewership of a station when they sponsored a banner on the fuboTV homepage

- Viewing hours increased by +51% on days the banner aired compared to the same days in the prior month.
- Total number of viewers rose by +73% on days the homepage banner ran various the similar days from the previous month.
- The number of viewers steadily increased each week the banner aired on the fuboTV homepage.

Hours and Viewership increased the entire month as a result of a banner airing on the fuboTV homepage promoting a specific station

