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# Barstool Sports Impact

## If You're Not Using Uber Yet As Your Car Service You're An Unsophisticated Moron At Life

### KPI

Uber was looking to acquire new users & cut user acquisition cost without the use of any traditional online media ad units.



### Campaign Overview

The campaign was launched on June 3<sup>rd</sup>. without any traditional media ad units. We put an emphasis on what sets BarstoolSports apart from any other site on the web, the influence of our writers. Combining our writers influence on our publisher + social media we cut Uber's user acquisition cost by more than **70 percent** in less than 5 weeks with one campaign. No promoted tweets. No promoted Facebook posts. 100% native content from our publisher.



Instructions: Select a team of players by adding them from the Players box. Your team's combined salaries must not exceed the salary cap. Then Enter your team. You can come back to edit your team any time before the game start time.

## Enter Barstool's \$25,000 Week 2 Fantasy Football Contest

This contest will be capped at 558 total entries.

Since 2012, we have had a 100% fill rate in our Barstool sponsored leagues. Drawing in over 100,000 new users since our partnership came into affect. Beating out old media establishments like Sports Illustrated week in and week out. Leveraging the writers personality has helped establish FanDuel in the one day fantasy leagues space for good.

### Pick Your Lineup

Contest starts in: Game started!

All Games	STL @ ATL 1pm EDT	CLE @ BAL 1pm EDT	CAR @ BUF 1pm EDT	MIN @ CHI 1pm EDT	WAS @ GB 1pm EDT	MIA @ IND 1pm EDT	DAL @ KC 1pm EDT	SD @ PHI 1pm EDT	TEN @ HOU 1pm EDT	NO @ TB 4:05pm EDT	DET @ ARI 4:05pm EDT
DEN @ NYG 4:25pm EDT	JAC @ OAK 4:25pm EDT	SF @ SEA 8:30pm EDT	PIT @ CIN 8:40pm EDT								

Find a player...

### Your Lineup

Salary Remaining: \$60,000

QB

FPPG Played Game Salary

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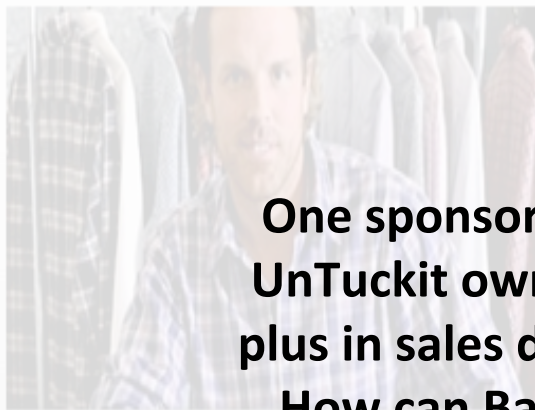
BARSTOOLU

By elpresidente on December 3rd, 2013 at 3:55 PM EST

f SHARE

e SHARE

» 59 Comment



## Finally, a shirt you can wear Untucked

UNTUCKit & Brad Richards bring you the first dress

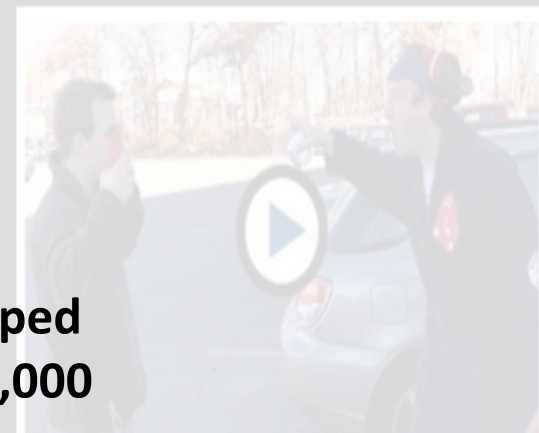
**One sponsored post on December 3<sup>rd</sup> 2013 helped Untuckit owner, Chris Riccobono generate \$15,000 plus in sales during the already busy holiday season. How can Barstool help grow your business next?**

UNTUCKit

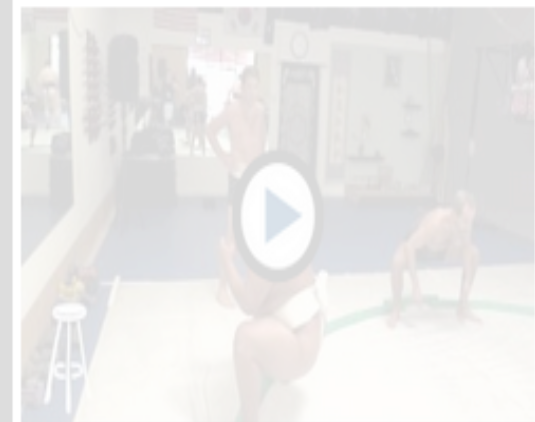
Contact: [louis@barstoolsports.com](mailto:louis@barstoolsports.com)



## Breaking News - Cute Ass Dog Runs On The Field During Field Hockey Game



Barstool Fast Food Burger Review



Barstool Does Sumo Wrestling