

Post-FIFA Campaign Insights from 7SearchPPC Reveal Stronger Focus on Measurable Advertising Performance

Following its FIFA promotional campaign, the company found that advertisers focused on maximizing returns, allocating budgets strategically, and optimizing campaign performance during one of the world's largest sporting events.



Lucknow, Uttar Pradesh Aug 5, 2026 ([IssueWire.com](https://www.issuewire.com)) - **7SearchPPC** has released early insights on how advertisers approached digital campaigns during the FIFA World Cup, one of the world's most anticipated sporting events. Running from **June 13 to July 20**, the campaign offered advertisers **up to 20% bonus on minimum deposits of \$500**, providing the company with an opportunity to observe campaign behavior during a period of heightened online engagement.

Drawing on anonymized platform observations collected during the campaign, 7SearchPPC found that advertisers focused more on achieving measurable business results instead of only tracking impressions and clicks. Businesses worked on improving their return on ad spend (ROAS), optimizing campaign performance, and increasing their budgets during periods of higher consumer activity.

Among the key observations identified during the campaign period:

- **80.95%** increase in new advertiser registrations compared with the previous comparable period.
- Existing advertisers increased campaign budgets by an average of **175%** during the promotion.
- **Campaigns participating during the promotional period achieved an average 209% increase in return on ad spend (2.09x ROAS).**
- Advertisers expanded campaign activity across **167+ GEOs**, reflecting growing interest in reaching global audiences during major sporting events.

These findings show a growing trend in performance marketing. [Advertisers](#) are investing more during periods when consumer attention is scarce, but they also expect every advertising dollar to deliver clear business results. Major global events continue to provide brands with opportunities to reach larger audiences, but success now depends more on campaign performance and efficiency than on visibility alone.

*"Our FIFA campaign was designed to help advertisers make the most of one of the biggest sports events of the year. It also helped us understand how businesses are approaching performance marketing today," said a **spokesperson for 7SearchPPC**. "One of the best results was that participating campaigns achieved an average **2.09x return on ad spend**. This shows that advertisers are not just looking for more traffic; they want their advertising spending to bring measurable business results."*

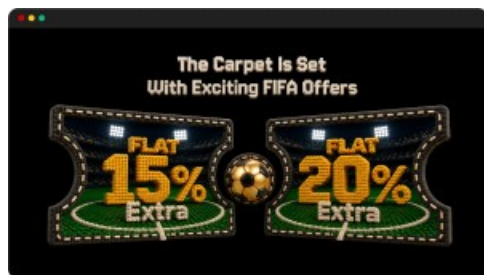
The company also noticed that advertisers increasingly wanted transparent reporting, flexible campaign management, and advertising solutions that could quickly adapt to changing market conditions during the tournament. These trends show that businesses are becoming more careful about how they spend their marketing budgets, especially during major global events where competition for audience attention is high.

With operations across **239+ GEOs** and more than **40 billion monthly ad impressions**, 7SearchPPC believes event-based advertising will continue to be an important part of digital marketing strategies. As brands prepare for future seasonal and global events, the company expects advertisers to place even greater importance on measurable results, campaign flexibility, and data-driven optimization.

The company also plans to release a detailed industry insights report explaining how major global events affect advertiser behavior and campaign performance across the digital advertising industry.

About 7SearchPPC

7SearchPPC is a global self-serve advertising platform connecting advertisers and publishers through data-driven advertising solutions. Operating across more than **239+ GEOs** and delivering over **40 billion monthly ad impressions**, the platform offers text, banner, native, popunder, and in-page push advertising alongside CPC, CPM, and CPA Goal pricing models. By combining scalable reach with performance-focused technology, 7SearchPPC helps businesses maximize ad campaign effectiveness while enabling publishers to monetize quality digital traffic.



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