

## Case Study: Ad Success with WhichMat.com



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## Client Overview

Industry: Sports Tech / Brazilian Jiu-Jitsu

Services Provided: Email Marketing, Instagram Management, Meta Ads, Podcast Production & Promotion

WhichMat.com is a SaaS platform built for Brazilian Jiu-Jitsu competitors and coaches, helping them track match times and mat locations across tournaments. With a solid user base of 12,000+ and a growing reputation in the grappling community, WhichMat needed marketing support to raise awareness, increase usage, and build deeper loyalty among athletes and coaches—without alienating its grassroots vibe.

## The Challenge

WhichMat.com had a loyal but niche user base, and organic growth was steady but limited. The challenge was to rapidly reach new competitors and coaches, increase registrations, and cement WhichMat.com as the go-to resource for tournament day logistics — without massive marketing spend.

## Our Solution

### Ad Marketing

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We developed a targeted advertising strategy across Facebook and Instagram, focusing on:

- Laser-focused audience targeting: Ads were aimed at people actively interested in Brazilian Jiu-Jitsu, grappling tournaments, and youth sports.
- Event-driven campaigns: Timed ads around major BJJ tournaments (NAGA, IBJJF, Grappling Industries, etc.) to capitalize on competitor urgency.
- Mobile-first creatives: Built simple, bold, mobile-optimized ad designs and videos showing how fast and easy WhichMat.com is to use on competition day.
- Clear CTA (Call to Action): "Track Your Matches Now" — pushing users straight into signing up and saving their mats.

### Instagram engagement

- We leaned into community-building content with a light, consistent IG presence. Our strategy focused on highlighting user-generated content, promoting upcoming events, and celebrating real user moments.
- Impact:
  - 3x growth in followers
  - Strong engagement from BJJ athletes tagging WhichMat in tournament posts
  - Brand awareness spike during IBJJF and local events

### Facebook Ads

- We ran performance-tested campaigns tied to major tournament weekends and audience lookalikes built from email and site traffic.
- Results:
  - \$2.22 average cost per lead
  - Lift in weekend signups on major comp days
  - Thousands of impressions from highly targeted BJJ competitors

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### The WhichMat Podcast

- To humanize the brand and bring value beyond the app, we launched a podcast featuring BJJ competitors, coaches, and community voices.
- Results:
  - 200 active listeners per episode within the first 6 month
  - Shared widely by guests and their teams
  - Reinforced WhichMat's image as "for the community, by the community"

### Results

With smart, budget-conscious digital marketing and a strong sense of audience authenticity, WhichMat strengthened its position in the Jiu-Jitsu scene as the go-to mat tracking tool. This helped:

- Drive user retention through community connection
- Attract sponsors and increase visibility
- Expand the brand beyond a utility into a voice in the sport

Platforms Used: Mailchimp, Meta Ads Manager, Instagram, Spotify/Apple Podcasts