

SOLVING THE DIGITAL PUZZLE



CASE STUDY 2019

WHO: Large Concert Promoter

CHALLENGE: A steady decline in corporate and seasonal ticket sales with a small marketing budget.

SOLUTION: Using the client's first-party CRM data for several years of corporate and seasonal ticket sales, we built attribute profiles for online targeting. For corporate sales this included NAICS and SIC codes, company size, revenue and business title of purchaser. The same was done for seasonal ticket buyers to understand their targetable profiles. Online sales were tagged and tracked to ensure that targets were being met and exceeded. Campaigns were broken out into 2 flights; pre-season and in-season event marketing.



RESULTS: Pre-sale ticket sales to corporate customers increased 12% in the first season and individual season ticket sales increased by 4%. In-season event sales increased over 15% during the first year. By taking a very small budget and efficiently targeting their most likely customers, we had a significant impact on sales and attendance.

+12% PRE-SALE TICKETS

+15% IN-SEASON SALES

TIME TO GET DIGITAL SOLVED