DATA-DRIVEN DIGITALCAMPAIGNS LAUNCHED FOR HYPERLOCAL LIVE EVENT SHOW, DRIVING

8.41x Return on Ad Spend

THE CLIENT

The client is the global leader in producing and presenting live shows, touring in 75+ countries worldwide and 125+ markets in the US and Canada. With a mix of family entertainment, kids experiences and motor sports races/events, the client has an expansive brand portfolio of shows appealing to all types of live events audiences.

All advertising and marketing initiatives for this client are **hyperlocal and activated on a market-by-market basis to drive ticket sales.**

THE CHALLENGE

- **Drive ticket sales** across 20 hyperlocal motorsports events.
- **Build customer loyalty** among customers driving year-over-year attendance and increasing customer lifetime value.

THE SOLUTION

MediaCrossing designed and activated campaigns around sophisticated audience data targeting, with propensity to purchase in mind. The team significantly drove down cost of acquisition while increasing revenue volume and ticket sales through hyperlocal activation.

Build Customer Personas to Acquire Motor Sports Fans

- ✓ Customer personas to target motorsports fans, including motorcycle riders, motorcycle gear/parts buyers, racing enthusiasts and other lifestyle audiences.
- ✓ CRM/email lists to reach past ticket buyers and subscribers to encourage year-over-year attendance.

Activate Hyperlocal Campaigns

- ✓ Custom geo-targeting per market with DMA, radius, or zip code targeting activated.
- ✓ Hyperlocal messaging to promote local event dates, venue details and offers.

Launch 4-6 Weeks Pre-Event

- ✓ Launch 4-6 weeks out to create awareness around event and drive sales during key time periods leading up to events.
- ✓ Creative/copy changes 1 week prior to events to create urgency.

Audience Targeting: Horsepower to find your customers.

SUPPORTING DECISION-MAKING THROUGH THE CUSTOMER JOURNEY

AWARENESS	CONSIDERATION	CONVERSION
theTradeDesk	theTradeDesk	theTradeDesk
Audio	High Impact	Search
Facebook	Facebook	Facebook
Connected TV	Video	Display
Snapchat	Native Display	Retargeting

THE RESULTS

Campaigns effectively drove awareness, engagement, and ticket sales, increasing customer lifetime value and return on ad spend. The team launched 20+ hyperlocal campaigns with 241 pieces of creative.

57%
Decrease in Cost-Per-Acquisition Based on Ticket Sales

8.41x
Return on Ad Spend based on Actual Ticket Revenue Generated

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