

Boosting Event Series Ticket Sales through Full-Funnel Strategy

OVERVIEW

An agency partnered with Strategus to enhance brand awareness and drive ticket sales from March until June, for an event series at a zoo. Up to this point, this agency relied on TV ads through Linear TV, but the data available through connected TV (CTV) advertising was extremely enticing. Likewise, this zoo had run smaller campaigns via CTV but never for an event series. With a full-funnel strategy targeting both active families and date night enthusiasts, Strategus generated 1,890 ticket purchase button clicks and attributed 4,956 conversions made on Google back to the Strategus campaign and 901 conversions made on Facebook.

OBJECTIVE

- **Raise Awareness for the Event**
- **Drive Ticket Sales**

STRATEGY

Strategus leveraged a full-funnel CTV strategy for this campaign that included Omnichannel Video (pre-roll, mobile in-app streaming, and web streaming) alongside Display tactics to drive users down the funnel after they saw a targeted ad on their connected televisions. The audience targeting focused on zoo visitors, families, and active individuals interested in nightlife and events. Geotargeting was concentrated in Lexington, KY, and Louisville, KY, but mid-campaign optimizations were made to shift the budget toward Louisville due to performance. Button click conversion pixel tracking was set up on the campaign to track clicks on the "Purchase" button. Over the 4-month flight, Strategus generated 1,890 ticket purchase button clicks and attributed an additional 5,857 conversions via paid search and social from users who were first exposed to at least one Strategus ad before converting.

KEY RESULTS

1,890 
Ticket Purchase Button Clicks

 **4,956**
Search Attributions

901 
Social Attributions