



CLIENT OBJECTIVES

Feld Entertainment is the global leader in producing and presenting live family entertainment experiences such as Disney on Ice and Monster Jam. Their objectives for this campaign was to track revenue associated with ticket purchases online while driving a more efficient CPA on a market-by-market basis.

STRATEGY

The first two weeks of the campaign focused on driving reach among the target audience and traffic to the website, to build retargeting pools.

The Exchange Lab leveraged 1st party data, building custom audience segments based on sales data from previous events. Campaigns progressed and spend shifted to retargeting.

Campaigns in each market averaged four weeks. Investment was managed knowing that ticket sales increase significantly as event dates approach. It was key to ensure spend increased in the back half of each campaign.

Five DSPs were engaged through the campaign. Successful tactics included site retargeting, and weather sync.

INSIGHTS

- Best performing sites were daily news and entertainment sites
- Best performing days were Tuesdays, with ticket purchases up by 38%, Revenue up by 56% and CPA was lower by 19% vs the average of other weekdays
- With Toronto leading revenue, Hamilton had the highest average order size (at \$103)

RESULTS

A multi-platform approach, tapping into the strengths of the top DSPs in market, offered FELD the ability to have their media spend adjusted in real-time to the best performing platforms. This ensured valuable impressions with the best quality inventory were reached.

The Exchange Lab achieved an average eCPM of \$4.50 and an overall CPA of \$30. Results have led FELD to invest more ad dollars than previously spent on their TV budget towards digital.

\$4.50 ECPM **\$30 OVERALL CPA**

- 42% of the total ticket sales occurred from 2 PM – 8 PM peaking at 5:30 PM
- Performance efficiency with retargeting drove 60% of all conversions with only 27% of spend
- Creative sizes specific to mobile outperformed standard sizes within device targeting

TESTIMONIAL

“We began our partnership with The Exchange Lab for their truly multi-platform approach and to gain valuable insights. Working with their strategic and service-driven teams we have consistently been able to achieve more efficient CPAs on a market-by-market basis in addition to discovering insights that have become integral to our marketing strategy”

Amy LeWinter Dubinsky, Vice President, Event Marketing & Sales Midwest Region, Feld Entertainment