

ARTS & ENTERTAINMENT CASE STUDY

OVERVIEW

Client

Dining & Entertainment Venue

Campaign Length

One Month

Objectives

To drive foot traffic, increase the number of reservations to the client's evening dinner shows, and extend customers' visits to stay after to enjoy the client's nightclub

Products Utilized

Programmatic Display

Device ID

Microproximity

RESULTS

382

Number of new visits attributed to the Geo Fencing campaigns

\$50+

Spend per person at dinner and/or nightclub

\$19,100+

Gross revenue from one-month campaign

STRATEGY & SOLUTIONS

- Our team recommended a top-of-funnel strategy utilizing Programmatic Display, Device ID, and Microproximity to grow branding & awareness amongst their local community
 - The campaigns targeted individuals aged 21+ who had an interest in dining out & entertainment
- We employed a conquest targeting strategy through Device ID to send display ads to locals who had visited the client's competitors within the previous six months



PRO TIP

Our research shows that campaigns are the most successful when three or more products are utilized.