

# Multiscreen Campaign Drives Ticket Sales

Digital + TV campaign for entertainment business increases transaction rate +97% and ROI +63%

## CASE STUDY: MULTISCREEN CAMPAIGN

### The Challenge

a4 was hired by a client in the entertainment/event business to execute a multiscreen campaign against a specific CRM list of prior ticket purchasers. The goal was to maximize ticket sales and deliver a strong ROI.

### The Approach

The target audience (consisting of three main segments) was built from the client's CRM file, which had more than 600,000 prior ticket purchasers. The a4 platform was able to match more than 282,214 IP addresses to the prior purchasers list in the New York DMA – or nearly 50 percent from the CRM file of 600K – which approximates a4's broadband market penetration.

a4 measured reach and frequency by media type and combination (i.e. TV only, digital only, both) and back-end conversion against impression delivery by media type. The segment of prior purchasers that were not exposed to any advertising acted as the control).

The a4 platform calculated the appropriate impression and investment mix of TV and digital at 72% and 18%, respectively, based on the TV viewing behavior of the target audience (which was comprised of relatively high TV-viewing households).

### The Results

a4 delivered 1.1 million linear TV and 1.5 million digital impressions over a one month timeframe. The target segment with impressions served via TV and/or digital significantly out-performed unexposed households. a4's campaign drove ROI **+63%** due to the following impact of adding digital: lift in reach **(+133%)**, frequency **(+211%)** and transaction rate **(+97%)**.

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Adding digital to the TV campaign drove the transaction rate **97%**.

