

PEOPLE & SOCIETY CASE STUDY

OVERVIEW

Client

Non-Profit Art Center Fundraising Event

Campaign Length

Two months

Geography

Two nearby cities, 12 zip codes total

Total Investment

\$3,500

Objectives

To increase ticket sales for their largest fundraising event of the year.

Products Used

Programmatic Video

RESULTS

30%+

Percentage increase in attendance and ticket sales

64%

Completion rate

5x

Return-on-investment (ROI)

131

Total clicks recorded

STRATEGY AND SOLUTIONS

- This advertiser had never used video advertising before. The emphasis was on making the most significant impact on an audience that may have never seen this brand before.
- Video advertisements were sent to places the radio broadcast wouldn't reach, greatly extending their reach to new audiences.
- To advertise to only the audiences that would most likely respond well to these advertisements, targeting focused on those interested in the arts, entertainment, festivals, and events.
 - The strategy worked, with **64%** of all advertisements being watched to the end. Showing that we reached an audience that cared about our advertiser's message.
- Adding Programmatic Video to their advertising strategy was the only change they made compared to last year's ad campaign.
- By combining traditional radio broadcast advertisements with digital Programmatic Video, they created an advertising campaign that **increased their sales by 30%!**
- The client was so impressed by this campaign's performance that they will continue to use this strategy for **all future events**.

