

CASE STUDY

Headlining Success: How Cybba's Programmatic Campaign Helped A.C.T's 'The Headlands' Sell Out Shows

Cybba partnered with the American Conservatory Theater (A.C.T), a Tony Award-winning theater company based in San Francisco, to promote their new show, "The Headlands," to theatergoers in the San Francisco area.

OBJECTIVE:

The primary objective of the campaign was to increase ticket sales and generate a positive return on ad spend (ROAS). The goal was to reach the target audience across multiple platforms using programmatic advertising techniques.

CAMPAIGN STRATEGY:

Cybba developed a programmatic campaign that utilized display, programmatic audio, and OTT/CTV ads to reach the target audience. By leveraging a programmatic approach, we served ads to users within a 70-mile radius of San Francisco, regardless of the site, audio platform, or OTT/CTV app they were using. The campaign was run on platforms such as Sling, Roku, Philo, Paramount +, Hulu, NBC Universal, Spotify, iHeartRadio, Pandora, and Audacy.



CAMPAIGN IMPACT:

The success of this programmatic campaign can be attributed to Cybba's approach, which allowed us to reach the target audience across multiple platforms. The campaign generated significant ticket sales for "The Headlands" while also achieving a strong ROAS. By leveraging a variety of audio platforms and OTT/CTV apps, we were able to connect with consumers wherever they were streaming content. This strategy not only maximized reach but also ensured that the ads were seen by the right people.

ABOUT A.C.T:

A.C.T is committed to fostering new voices and innovative work, with a strong emphasis on community engagement and education. A.C.T offers a variety of educational programs, including classes, workshops, and youth programs, that provide opportunities for aspiring actors and theater professionals to develop their skills and pursue their passions. A.C.T is a vibrant and vital part of the Bay Area arts community, with a mission to embody, nurture, and advance the art of theater through innovative productions and educational programs.



RESULTS:

The campaign generated a total of 563,000 impressions, 2,116 clicks, and a CTR of 0.43%, resulting in a \$3.81:\$1 campaign ROAS. The campaign delivered a total of 220 conversions.

By channel, the results were as follows:

Display: 371,667 impressions, 2,103 clicks, and a CTR of 0.57%. This resulted in 168 transactions.

Programmatic audio: 120,000 impressions with a 98.7% completion rate.

OTT/CTV: 71,667 impressions, 707 clicks, and a 67.5% completion rate.



563,000 Impressions

2,116 clicks and a CTR of 0.43%



\$3.81:\$1 ROAS



220 Conversions

CONCLUSION:

Overall, this programmatic campaign was a huge success for A.C.T, generating significant ticket sales and achieving a strong ROAS. The results demonstrate the power of programmatic advertising and the importance of reaching consumers where they are. By leveraging a variety of platforms, Cybba was able to connect with the target audience and maximize the reach of the campaign. The success of this campaign reinforces A.C.T's reputation as one of the most innovative and respected theater companies in the United States.