

CASE STUDY

Harmonizing Digital Symphony: Amplifying Ticket Sales for Omaha Symphony's Signature Concerts

The Omaha Symphony, a cornerstone of Omaha's cultural scene, aimed to amplify ticket sales for "Harry Potter in Concert" and the "Physicians Mutual Christmas Celebration." Our digital advertising campaign, launched three weeks prior to each event, was designed to effectively target and engage potential audiences.

OBJECTIVE:

The primary goal was to maximize ticket sales for these two family-oriented shows through strategic digital advertising.

STRATEGY:

We executed a dual approach, combining platform-agnostic programmatic prospecting with precise retargeting campaigns:

Audio and Display Advertising on Major Platforms:

Platforms like Spotify, iHeartRadio, Pandora, SiriusXM, and Audacy were leveraged for audio ads and smaller, local streaming inventory was leveraged, complemented by visually engaging display ads across digital platforms.

Sophisticated Targeting Tactics:

Geographical targeting within a 150-mile radius of the Holland Performing Arts Center and lookalike audience modeling from our Telecharge dataset were employed to reach parents and theatergoers.

PERFORMANCE METRICS:

Harry Potter in Concert

Display Ads: 35,716 impressions, 113 clicks, CTR of 0.32%, leading to 139 site sales and **\$29,710.05 in recovered sales.**

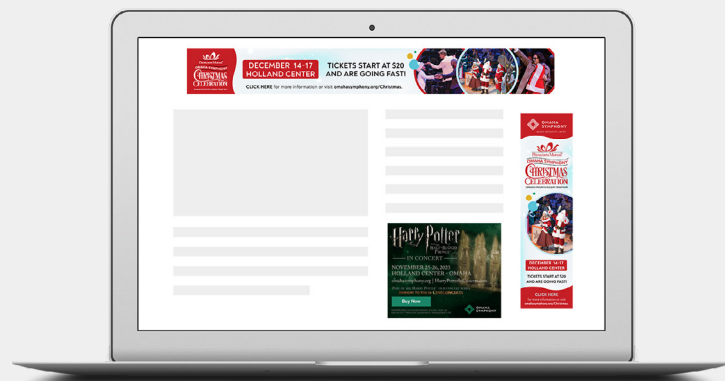
Audio Ads: 47,838 impressions with a 96.8% completion rate, contributing an additional **\$2,000 in sales.**

Physicians Mutual Christmas Celebration

Display Ads: 35,713 impressions, 35 clicks, CTR of 0.11%, resulting in 189 site sales and **\$33,163 in recovered sales.**

Audio Ads: 50,000 impressions with an 87% completion rate, generating over **\$8,100 in recovered sales.**

Both campaigns demonstrated a remarkable impression to conversion rate, with Harry Potter at **0.39%** and the Christmas Celebration at **0.53%**.



SUMMARY:

This targeted and time-sensitive campaign strategy effectively combined audio and display advertising, yielding significant ticket sales and engagement. The precision in targeting was evident in the high completion rates of audio ads and the impressive conversion rates from impressions to site sales.

CAMPAIGN HIGHLIGHTS:

Effective Launch Timing: The three-week lead time for campaign launch was key in building momentum towards the event dates.

Targeted Lookalike Modeling: The strategic use of lookalike models based on our Telecharge dataset effectively reached a demographically suitable audience.

High Audio Ad Completion Rates: The audio campaigns' completion rates underscored the precision of our targeting approach.