CASE STUDY

Deploying a Display Advertisting Strategy for over 50 Broadway shows

OVERVIEW

When it comes to Big Data, knowing who your customers are and what they want is extremely valuable to brands. This concept was not lost on Telecharge, the official box office for Broadway and off-Broadway theatre tickets. Telecharge had large amounts of customer data, with 230,000 unique visitors each week. But these visitors were not converting. To raise ticket sales and increase audiences, Telecharge partnered with Cybba.

With access to Telecharge's rich 1st party data, Cybba created a targeting and retargeting strategy for over 50 Broadway shows. This strategy both engaged new audiences and capture ticket revenue from cart abandonment.

CAMPAIGN OBJECTIVES

Cybba aimed to create targeting and retargeting strategies utilizing true, 2nd party Telecharge data that would achieve the following goals for these specific Broadway shows:

- Re-engage visitors who had abandoned their booking process and those who had previously purchased tickets from Telecharge
- Draw prospective theatre goers to Telecharge's purchase tickets
- Highlight unique aspects of each Broadway show in its campaign
- Achieve specific eCPA/ROAS goals and quality campaigns for each Broadway show

CAMPAIGN STRATEGIES

Show-by-Show Segmentation: One strategy Cybba used was to segment visitors who viewed a specific show page, and continuously serve those visitors ads for that show. This highly-targeted strategy gave Cybba the opportunity to create specific creatives for each show. These shows could also create customized call-to actions and incentives to engage their visitors.

"Cybba has done a fantastic job in leveraging the consumer data we collect for Broadway ticket sales to create retargeting campaigns that help our clients capture millions of dollars in lost bookings. Cybba has worked with us on more than 160 campaigns across 58 Broadway shows, and the overall results have greatly exceeded our expectations."

– Kyle Wright, Digital Products Manager, Telecharge – The Shubert Organization

Cross-Show Targeting: Cybba developed advertisements to target users across shows to drive interest to less popular, related shows. To do this, Cybba created audience profiles that would see ads for similar genres. For instance, if someone viewed Phantom of The Opera, they may also be interested in another musical favorite such as Mamma Mia! or Cats. Cybba expanded upon this strategy and also segmented audiences by time-period. New audience segments could be generated based on customers' previous purchasing patterns and these audiences would be targeted for upcoming shows.

PMP Placements: For its most popular shows, Cybba tapped into the PMP deal ad space. Cybba's relationship with theatres and their advertising agencies gained Cybba the ability to serve ads on premium inventory such as the New York Times. These ads, such as those shown on the New York Times home page, provided high engagement rates and enormous viewability.

Facebook Retargeting: Telecharge's data additionally indicated that Facebook ads could bring great conversion potential. Cybba used this data to create Facebook ads aimed at retargeting younger, more social audiences. These ads then successfully brought younger audiences back to Telecharge to complete their purchase.

Celebrity Contextual Targeting: Cybba also used contextual targeting to drive new audiences. Contextual targeting uses key words and phrases to get ads next to relevant content on the web with those specific words and phrases present. For example, when Bruce Willis starred in Misery, Cybba generated traffic for Misery by serving ads to users who searched for Bruce Willis and served Misery's ads on pages referencing Bruce Willis.
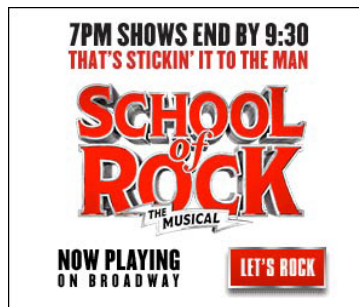
📊 RESULTS

To date, this partnership has generated nearly 24,000 conversions across 58 shows, translating to an estimated $6 million dollars in ticket sales. Below are examples of specific campaigns for two Broadway shows. The first example highlights the results from a campaign featuring one of the longest running, most well-known shows. The second features a relatively new musical that opened in 2017:

Example 1

Cybba leveraged Telecharge's first party data, and applied an audience segmentation and targeting strategy specific to the show. For example, drawing on the show's name recognition as the longest running show in Broadway history, ads were served to top-of funnel audience segments from highly selective PMP inventory. PMP placements on The New York Times home page billboards guaranteed high click-through rates and high viewability.

$80k
in Generated Revenue

- Client goal was ROAS of $2.00
- Cybba exceeded expectations
  for ROAS with $3.57

Example 2

This Broadway musical started running in 2017. The Cybba team could drive additional revenue for this client using Telecharge's first party data, and a tailored audience segmentation and targeting strategy. For example, cross-show targeting was applied to drive interest from customers who attended other, popular musicals. Cybba built audience profiles using specific show targets of larger shows to target new potential audience members for this show.

$60k
in Generated Revenue

- Client goal was $100 eCPA
- Cybba exceeded the eCPA goal by
  more than half, getting it below $40

Interested in seeing similar results? Contact Cybba today at marketing@cybba.com