

# Increasing annual music festival ticket sales

- ▶ Campaign Goal: Ticket sales
- ▶ Client Background: This festival is a yearly Hip Hop and R&B festival in Atlanta, held in late October
- ▶ This is our first year running campaigns in Basis (Programmatic), Google Ads (Performance Max), Meta Ads and TikTok

**\$3,549,766.61**

Revenue Generated from Ticket Sales

**4,337.21%**

Overall Campaign ROI



## Campaign overview

| Campaign        | Spend              | Conversions  | Revenue               | ROI             |
|-----------------|--------------------|--------------|-----------------------|-----------------|
| Programmatic    | \$30,000.00        | 1,293        | \$602,784.11          | 1909.28%        |
| Meta Ads        | \$22,000.00        | 2,991        | \$1,354,249.62        | 6055.68%        |
| Performance Max | \$20,000.00        | 3,754        | \$1,504,111.36        | 7420.56%        |
| TikTok          | \$8,000.00         | 222          | \$88,621.52           | 1007.76%        |
| <b>Total</b>    | <b>\$80,000.00</b> | <b>8,260</b> | <b>\$3,549,766.61</b> | <b>4337.21%</b> |

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## Contributors to campaign success

- ▶ Teamwork & collaborative efforts of our dedicated team
- ▶ Laura spearheaded the TikTok Ads segment
- ▶ Roy led Meta Ads
- ▶ Dollarbird managed Performance Max
- ▶ Kirk oversaw the Programmatic aspect while coordinating details to the other team members
- ▶ Each team member played a crucial role, ensuring the seamless execution of their respective responsibilities.
- ▶ Together, we effectively drove awareness and boosted ticket sales, demonstrating the power of a well-coordinated and diverse approach across multiple channels.

## How to apply this success to other campaigns

- ▶ Leveraging a multi-channel approach in our campaign not only enhanced brand awareness through diverse touch points but also provided the Service team with valuable insights.
- ▶ By continuously assessing performance across platforms, the team could guide the client in reallocating budget to the most effective channels and optimizing creative strategies.
- ▶ Maintaining dynamic interactions between platforms facilitated ongoing client consultations, enabling real-time adjustments and informed decisions on budget allocation and creative direction week after week. This adaptable and consultative approach forms a foundation for applying successful strategies and insights to future campaigns across various accounts.

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