

Tennessee Performing Arts Center Wanted to Promote Ticket Sales for Motown Performance

The Tennessee Performing Arts Center wanted to promote ticket sales for their upcoming performance of Motown, and reach a CPA of \$20. They came to Orange 142 for our expertise in driving ROI for clients, as well as for our unique ability to reach African American and general market consumers.

One week after launching the campaign, we reviewed all the collected data and began optimizing our approach. We reallocated the budget to the most effective strategies, developed new tactics based on our insights, and discontinued the underperforming strategies.

At the end of the 60-day campaign we exceeded our clients expectations and goals. **We delivered a CPA of \$8.21** which far exceeded the clients goals.



How Orange 142 Delivered Results

LAUNCH STRATEGIES

- » **Curated Multi-Cultural Supply:** Focused on African American publishers that have a high engagement with African American users and are exclusive to our supply chain.
- » **Contextual Targeting:** Targeted ads around entertainment, theater, and arts content.
- » **Lookalike Modeling:** Used our proprietary algorithm to find audiences similar to our best customers.
- » **Search Re-targeting:** Targeted users searching for theater-related topics.
- » **Site Visitor Re-targeting:** Targeted consumers who visited the site but did not make a purchase.

OPTIMIZATIONS

- » Added the behavioral segment "In Market for Experience Tickets."
- » Created a private marketplace deal with local sites.
- » Increased budget for lookalike and search re-targeting, our best-performing strategies, and decreased budget for lesser-performing ones.
- » Raised bids and budget allocations for the re-marketing (REM) strategy.
- » Removed exhausted users from the re-targeting pool and increased ad frequency for users showing interest.

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