

An Overview of a Music Festival Ticket Sales Campaign Wins

- » Campaign Goal: Ticket sales.
- » Client Background: This festival is a yearly Hip Hop and R&B festival in Atlanta, held in late October.
- » This was the festivals first year running campaigns in programmatic, Google Ads, Meta, 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%
Total	\$80,000.00	8,260	\$3,549,766.61	4337.21%

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Contributors to Campaign Success

- » Teamwork and collaborative efforts of our dedicated team.
- » Our experts spearheaded the TikTok Ads, Meta Ads, Performance Max, and Programmatic aspects while coordinating with other team members during the entire campaign.
- » Each team member played a crucial role, ensuring the seamless execution of their respective responsibilities.
- » As a team we effectively drove awareness and boosted ticket sales, demonstrating the power of a well-coordinated and diverse approach across multiple channels.

How to Apply Success to Other Campaigns

- » Leveraging a multi-channel approach in our campaigns not only enhances brand awareness through diverse touch points but also provides the service team with valuable insights.
- » By continuously assessing performance across platforms, the team can guide the client in reallocating budget to the most effective channels and optimizing creative strategies.
- » Maintaining dynamic interactions between platforms facilitate ongoing client consultations, enabling real-time adjustments and informed decisions on budget allocation and creative direction each 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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