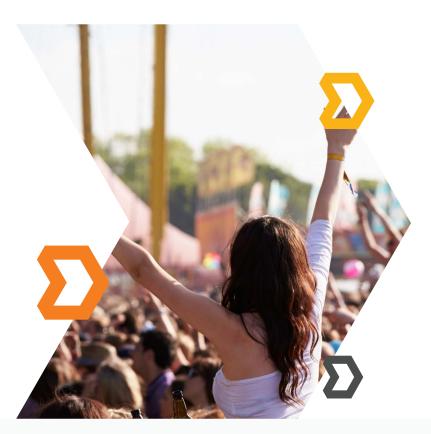


An Overview of a Music Festival Ticket Sales Campaign Wins

- » 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% |







MUSIC FESTIVAL CASE STUDY



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 wellcoordinated 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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