

Case Study

The Kansas City Chiefs came to Choozle with a typical goal advertisers everywhere have—drive more sales. In order to drive ticket sales for them, Choozle recommended starting a full-funnel marketing strategy. A full-funnel campaign is a great strategy to use because, with minor tweaks, it can be implemented ubiquitously across many other industries or brands looking to hit lower-funnel goals.

The Objective

- Achieve brand awareness by serving non-skippable quality impressions via CTV
- Achieve conversions by retargeting & serving click-able display ads
- Record Ticketmaster ticket-sale revenue using a custom dynamic passback tag

The Solution

The strategy for the Kansas City Chiefs' (KC Chiefs) campaigns was to target existing fans and last-minute ticket purchasers leading up to each home game. In order to increase the level of awareness and conversions for the organization, Choozle helped them develop a full-funnel strategy to achieve success. The Media Strategy team implemented retargeting for the teams' CTV ads with display assets to drive users down the marketing funnel by re-engaging users that viewed the CTV ads from start to finish. The KC Chiefs also used new website traffic garnered from their CTV ads for their retargeting efforts.

By leveraging a full-funnel strategy, this NFL team saw success from all stages of the marketing funnel as every strategy contributed towards ticket-sale revenue. The Choozle team tracked ticket-sale revenue using the custom dynamic passback pixel placed on Ticketmaster's TM1 platform. The "First & Last Impression" report showed attribution and validated the top-funnel initiatives by attributing a large part of ticket-sale revenue to CTV. The organization's retargeting strategies made best use of retargeting audiences containing users who viewed their CTV assets and visited their website.

"Choozle provided us with a new platform to market to our fans, and more specifically our last-minute ticket buyers. It was great to see the high impression rates through CTV, but what was even better was how Choozle was able to retarget video viewers with display ads, providing us with a way to measure conversions and attribute revenue."

-Claire Early, Marketing & Analytics Manager

Key Results

3,431%
ROAS

\$863K
total campaign
revenue