

## Online Ticket Sales

Through Choozle, the advertiser was able to drive significant traffic across various tactics and incorporate different aspects of the marketing funnel to get users to the website and drive conversions for an upcoming local live event.



### THE OBJECTIVE

- Drive local ticket sales for an upcoming local event over two months in specific geo-targeted areas in Texas.

### THE SOLUTION

Data targeting against display creatives allowed the advertiser to target users who had shown the interest they were looking for, while search retargeting helped reach users searching relevant keywords. Geofencing was set up to advertise to users attending other local and relevant events, and site retargeting drove results at a low CPA of \$0.63 with 1,494 button clicks. Combining these tactics into an overall strategy allowed the advertiser to drive qualified traffic to the website, driving 1,823 button clicks, with 40% of these clicks being the “Add to Cart” button.

### KEY RESULTS

**1.57MM**  
IMPRESSIONS

**1,293**  
CLICKS

**\$2.18**  
CPA

**1,823**  
TOTAL BUTTON  
CLICKS ON THE SITE  
“BUY TICKETS HERE” AND  
“ADD TO CART”