

# CASINO SELLS OUT CONCERT IN TEN DAYS

## CHALLENGE

This Casino was struggling to sell tickets to a concert they were hosting and had seen little response from their radio, TV & social media placements. With over half the tickets available and only 10 days until the show, the Casino launched targeted display to help drive attendance and online sales.

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## SOLUTION

We developed a blend of Search, Contextual and Site retargeting to effectively reach the target audience within the defined geo-target.

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## RESULTS

Not only did the show sell out in the 10 days the targeted display campaign ran, users spent over a minute and a half longer on the site and visited 25% more pages compared to before the campaign.

## CONCERT VENUE

With only half of the available tickets sold and only ten days until the concert, this advertiser turned to targeted display.

The show sold out and website visitors spent 25% more time on the advertiser's website.