

Case Study.

How to get a 1300% return on ad spent when promoting your event?



CAMPAIGN SETTINGS

⚙️ Ticket Sales, Awareness

💰 €1,900

📅 15 days

🌐 France

🎵 House, Techno

📱 Instagram, Facebook

PROMOTING A 12,000-PERSON EVENT

A festival specializing in warehouse parties is organizing a large-scale event in late October 2024 in Bordeaux, France, in a hangar with a capacity of 12,000 people. The ticket price is set at €60. To promote the event and maximize sales, a digital strategy was implemented via Your Music Marketing, with a total budget of €1,900 on Instagram and Facebook.

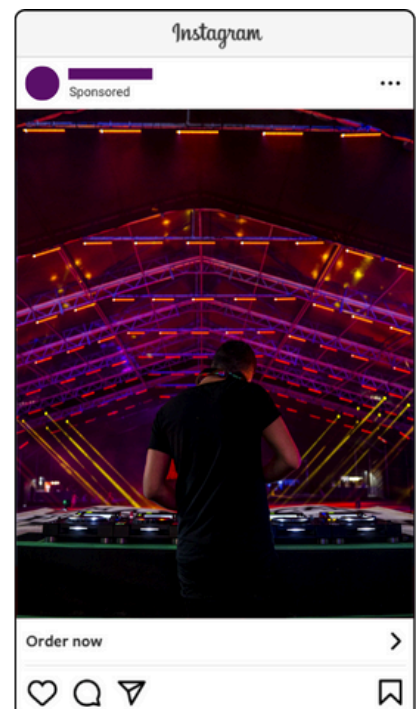
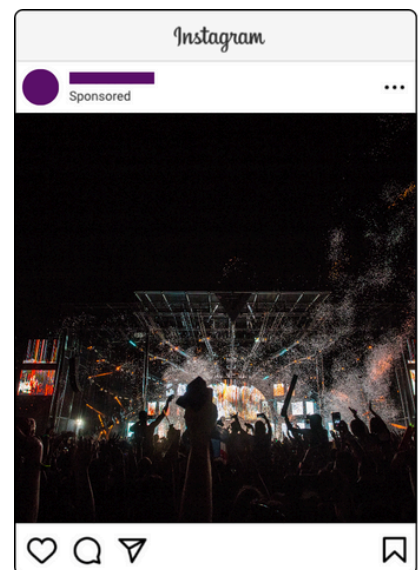
Three audience segments were defined to ensure optimal ad distribution:

- **Festival Audience:** People who have already viewed or interacted with the festival's content.
- **Music Genre Audience:** People interested in House and Techno, the event's featured music styles.
- **Artists Audiences:** People who have already viewed or interacted with content from the event's scheduled artists (artists who had previously shared their audience data with the festival).

Two types of content were deployed in this campaign:

- **Event promotional content:** Lineup announcements with immersive video clips from previous editions.
- **Artist-focused content:** Individual spotlights on the scheduled artists to enhance lineup appeal, leveraging their image and the trust built with their audience.

The advertising campaign was structured into two strategic phases, targeting audiences in Bordeaux and Paris.



PHASE 1: AWARENESS CAMPAIGN

Objective: Build a qualified and engaged audience to optimize the performance of conversion campaigns.

A budget of €250 was allocated over 10 days on Instagram and 6 days on Facebook to maximize engagement (video views, likes, profile visits) through promotional content for the event.

This first campaign phase reached 70,600 people and generated 12,900 ThruPlays, with a cost per ThruPlay of €0.02, demonstrating high efficiency in video engagement. Additionally, 11,400 users watched more than 75% of the videos, indicating a receptive and qualified audience for the next campaign stages.

Users who showed interest at this stage were then retargeted in the second phase, which was optimized for conversion.

PHASE 2: CONVERSION CAMPAIGN

Objective: Convert engagement into ticket sales.

With a €1,750 budget over 15 days on Instagram and Facebook, the strategy focused on optimizing conversions. The ads either highlighted an event reminder or spotlighted a specific artist, encouraging users to purchase tickets.

This campaign retargeted the ThruPlay audience from Phase 1, capitalizing on users who had already shown strong interest in the event. Those reached by the ads were redirected to the online ticketing platform, where a tracking pixel was installed to monitor sales and user interactions, allowing real-time optimization of performance.

The campaigns generated significant performance, with ROAS (return on advertising investment) of around €13 generated for every €1 invested:

CAMPAIGNS RESULTS



378

Tickets sold



4.6€

Cost per ticket sold



140 000

Reach



2634

Clicks



14.4%

Conversion rate



x13

ROAS

An estimated 400 additional ticket sales were attributed to untracked transactions, likely due to ad blockers used by some users. When factoring in these indirect sales, the potential ROAS could reach x26.

The success of this ticketing campaign was based on the complementarity of channels and the progressive activation of audiences. The awareness phase played a key role in qualifying prospects, while the conversion phase optimized sales by directly addressing the most receptive audiences.



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