



Fall Theatre 2018
CAMPAIGN UPDATE

September 21, 2018

Alphabet[®]



CAMPAIGN SUMMARY

The Fall Theatre campaign is promoting the variety of performance experiences and driving qualified traffic to operator websites and phone calls to operators.

The campaign runs from August 16th to October 24th, 2018.

The campaign funding dictated targeting an out-of-province audience. The focus is on reaching upper New York consumers. This campaign targeted towards a older, affluent demographic with interests in arts and theatre.

The campaign used a combination of awareness, engagement, and conversion media in the form of paid search, Facebook ads, and radio and tv spots.

A micro site was created to promote all partners and show options and drive users to partner sites.



CAMPAIGN TOTALS

Aug 16, 2018 - Sep 20, 2018

FACEBOOK



174,525
IMPRESSIONS



917
CLICKS



0.88%
CTR

TV & RADIO

GOOGLE SEARCH



21,786
IMPRESSIONS



420
CLICKS



1.93%
CTR

BENCHMARKS CTR 0.9-1.76%




DELIVERY METRICS

174,614
IMPRESSIONS


917
CLICKS

0.88%
CTR

CREATIVE EXAMPLE

 **South Eastern Ontario** Written by Alphabet [?] · 20 August at 20:29 · 🌐

Making the trip across the border this fall? Visit the South Eastern Ontario Theatre Guide for a one-stop-shop to the region's best professionally-crafted productions and make it an unforgettable experience.



Regent Theatre
MARJORIE HARRIS JULY 27
THE MUSIC OF BILLY JOEL & ELTON JOHN THE PLAYERS AUG 4
AUG 16 TO 19 PEC JAZZ FESTIVAL

PLAYHOUSE

Showtimes that fit your schedule [Learn More](#) **The genres you love**

INSIGHTS

The Facebook ads feature carousel ads with an image of each theatre and links back to the microsite. Several versions of carousel ads with different images have been tested and the best performer is now the only creative running.

The ad is performing better with our older audience, we recommend optimizing the budget towards the older demographic and increasing the maximum age to keep the audience size large.

In order to increase impressions, we recommend expanding the placement to the Audience Network which is a network of sites that Facebook has ad placements on and are often less expensive to place ads on.



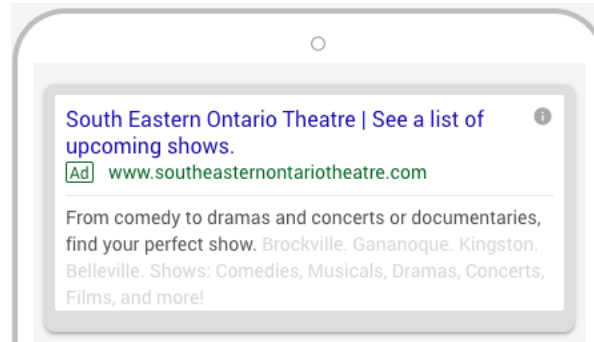
DELIVERY METRICS

21,786
IMPRESSIONS

420
CLICKS

1.93%
CTR

CREATIVE EXAMPLE



INSIGHTS

The Search ads are producing economical clicks to the website. The Search campaign is primarily a supporting tactic for the TV and Radio to capture people who have heard or seen the ads and are using Google to find more information.

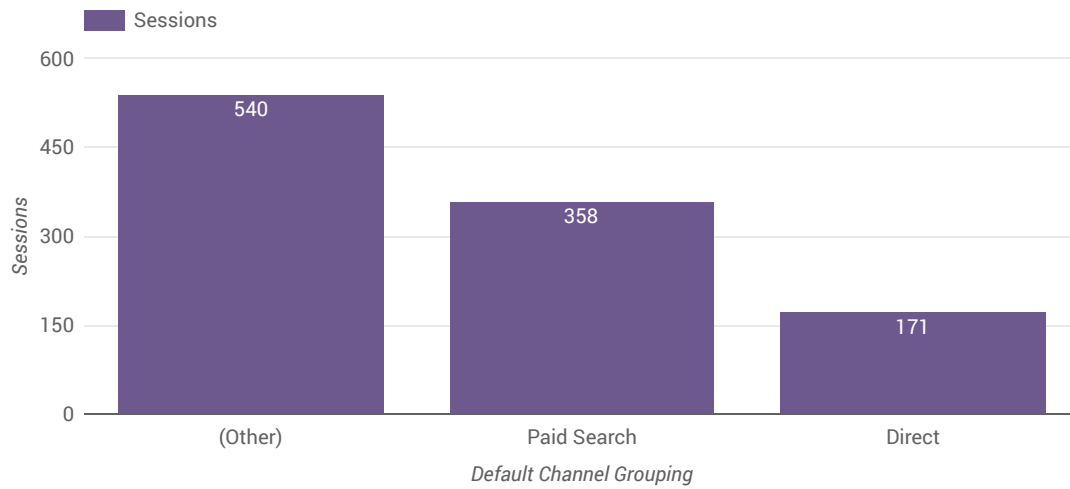
Keywords are being added to our bidding and our negative list to continue optimizing for better performance.

Based on the amount of search traffic, we recommend moving a portion of the budget that is unlikely to be used in the Search campaign to the social campaign.



WEBSITE METRICS

Aug 16, 2018 - Sep 20, 2018





Thanks!

Any questions?