

Increasing annual music festival ticket sales

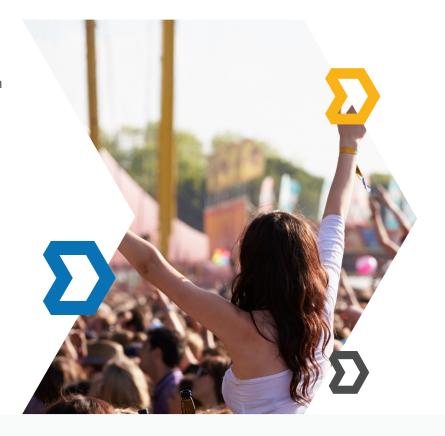
- Campaign Goal: Ticket sales
- Client Background: This festival is a yearly
 Hip Hop and R&B festival in Atlanta, held in late October
- This is our first year running campaigns in Basis (Programmatic), Google Ads (Performance Max), Meta Ads and TikTok

\$3,549,766.61

Revenue Generated from Ticket Sales

4,337.21%

Overall Campaign ROI



Campaign overview

Campaign	Spend	Conversions	Revenue	ROI
Programmatic	\$30,000.00	1,293	\$602,784.11	1909.28%
Meta Ads	\$22,000.00	2,991	\$1,354,249.62	6055.68%
Performance Max	\$20,000.00	3,754	\$1,504,111.36	7420.56%
TikTok	\$8,000.00	222	\$88,621.52	1007.76%
Total	\$80,000.00	8,260	\$3,549,766.61	4337.21%

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- > Teamwork & collaborative efforts of our dedicated team
- Laura spearheaded the TikTok Ads segment
- Roy led Meta Ads
- Dollarbird managed Performance Max
- Kirk oversaw the Programmatic aspect while coordinating details to the other team members
- Each team member played a crucial role, ensuring the seamless execution of their respective responsibilities.
- Together, we effectively drove awareness and boosted ticket sales, demonstrating the power of a wellcoordinated and diverse approach across multiple channels.



How to apply this success to other campaigns

- Leveraging a multi-channel approach in our campaign not only enhanced brand awareness through diverse touch points but also provided the Service team with valuable insights.
- By continuously assessing performance across platforms, the team could guide the client in reallocating budget to the most effective channels and optimizing creative strategies.
- Maintaining dynamic interactions between platforms facilitated ongoing client consultations, enabling real-time adjustments and informed decisions on budget allocation and creative direction week after week. This adaptable and consultative approach forms a foundation for applying successful strategies and insights to future campaigns across various accounts.