

CASE STUDY

HALE CENTRE THEATRE

Hale Centre Theatre in Sandy, Utah, opened the doors to a new state-of-the-art performance venue in 2017. In conjunction with their grand opening, Hale Centre aimed to raise awareness of the new venue, promote ticket sales—and more importantly—track paid media efforts associated with those sales.

It was the perfect opportunity for Number Six to put on a fantastic show.

530%

RETURN ON AD SPEND
(PROGRAMMATIC DISPLAY)

WE LET THE DATA DO THE TALKING

GOAL

Hale Centre Theatre tasked us with increasing ticket sales for the venue, raising awareness of their new location and tracking paid media efforts associated with ticket sales.

CHALLENGE

Hale Centre didn't have a clear understanding of where to place their funds for the best ROI and needed a plan to move forward for the next year.

SOLUTION

- We helped Hale Centre identify which media channels would be the most successful in reaching their goals.
- We worked with Audience View (Hale Centre's ticketing provider) to create the ability to track ticket purchases and implemented additional tracking methods in Google Analytics.
- We tracked ticket purchases on SLTrib.com, allowing us to provide a monetary value to the ads run on the site.
- We used Hale Centre's existing email list to create a new, and much larger, list of users who shared commonalities with the original list. This look-alike audience creation strategy was especially useful on Facebook, due to its ability to scale and test new audience segments.

RESULTS

By utilizing accurate tracking, focusing on custom and look-alike audiences and promoting unique show creative, Hale Centre saw an increase in ticket sales across the board. We optimized the campaign over its lifetime by finding the best performing tactics and segments, then prioritizing them in the campaign.

61%

INCREASE IN SESSIONS YOY

54%

NEW VISITORS YOY

1,325%

RETURN ON AD SPEND
(EMAIL)

2,212%

RETURN ON AD SPEND
(FACEBOOK/INSTAGRAM)



POWER OF PARTNERSHIP

We worked with Hale Centre, as well as their ticketing provider, to utilize tracking methods that allowed us to reach a large number of new users. In the months before the new theatre opened, working together to build audiences gave us the ability to maximize reach, revenue and return on ad spend. We'd love to do the same for you.