

Case Study

Arts & Entertainment

Testimonial

"We're thrilled about the consistent Added Value that Storygize has delivered in all our campaigns. No matter the KPIs, ad formats, or audience, we know we are getting effective performance at the most efficient costs!"

Raphael Anastas
Media Planner, Situation Interactive

Storygize takes Broadway by Storm!

Challenge

Situation Interactive needed a media partner to support their New York City Broadway theater promotional campaigns designed to drive audience awareness and ticket sales at the lowest cost. **KPIs:** CTR, Site Engagement, Ticket Sales, and Return On Ad Spend (ROAS)

Target Audience

Adults 25+; arts and entertainment enthusiasts looking for things to do, including events and attractions in New York City and the surrounding metropolitan areas from Boston to Washington, D.C.

Solution

Situation Interactive collaborated with Storygize to leverage its best-in-class, in-house technology and its award-winning Creative Studio team to successfully manage multiple campaign objectives and KPIs.

Dynamic creative optimization was deployed to optimize creative and shift ad spending to the best-performing ad creative. To reach the target audience in relevant places, page-level contextual and keyword targeting were used with curated publisher lists to ensure ad placement quality. Proprietary audience engagement technology qualified audiences for re-messaging individuals interested in specific theater performances, while multi-KPI optimization capabilities balanced campaign performance overall.

Results

The campaigns have been highly successful in increasing awareness, site engagement, and ticket sales above all previous campaign benchmarks.

70%

Greater awareness than
the benchmark

25%

Higher brand engagement
than the benchmark

5X

Return On Ad Spend