

MEASUREABLE MARKETING WITH FRONT GATE

In 2016, one of Front Gate's clients (Client A) moved to a new venue with an increased capacity and had more tickets to sell. Client A leveraged Front Gate and Ticketmaster to supplement their own marketing efforts and drive conversions through a series of free and premium campaigns. Check out the results below.



Front Gate Tickets™

CLIENT OBJECTIVES

Grow audience and reach new fans

Spend marketing budget efficiently

Maximize conversions and ROI

RESULTS

Email + Website Placements

Impressions: 961,670

Clicks: 11,636

CTR: 1.2%

Conversions: 804

Revenue: \$116,418.39

Paid Social + Retargeting

Impressions: 1,294,466

Conversions: 1,965

Revenue: \$210,476.93

ROI: 57x

CPA: \$1.88

CTR = Click-Through Rate | ROI = Return On Investment | CPA = Cost Per Acquisition

COMPARISON

We aim for a high return on investment and a low cost per acquisition. Typical campaigns yield an ROI of 10-20x and CPA of \$7-\$15; however, Client A campaigns performed exceptionally well due to an active online fan base and engaging creative.

ROI:

15x

Average Festival

57x

Client A 2016

CPA:

\$11

Average Festival

\$1.88

Client A 2016

SOCIAL AMPLIFICATION

Across all sponsored Facebook and Instagram posts



10,778
Likes



1,080
Shares



789
Comments



823
Page Likes

ADVANTAGES

Leverage our database

Find your next fan

Drive conversions

Transparent reporting

Measureable ROI

Contact marketing@frontgatetickets.com for more information

