

Case Study

Ticket Marketplace





Objective

A leading ticket marketplace partnered with Place Exchange to execute a programmatic DOOH campaign to drive awareness and sales to a world-renowned tennis tournament among New York City commuters. The brand targeted premium displays at transit hubs, by the tennis stadium, and high-impact spectacles throughout NYC's most popular neighborhoods.

The brand ran video assets on video-supported displays, and added a QR code to the creative so commuters can easily scan to view the ticket sales page on their phones while on-the-go.

Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">• Increase the brand's sales of the tennis tournament• Drive awareness of the tennis tournament in NYC and where spectators can purchase tickets	<ul style="list-style-type: none">• Generate visits to the ticket sale page by using QR codes in the creative• Maximize impressions among target audience, and deliver targeted impressions in full	<ul style="list-style-type: none">• Map transit hubs in NYC and set up radial targeting• Identify Place Exchange inventory within targeting parameters• Use Place Exchange to seamlessly activate OOH campaign programmatically across different publishers

Targeting

Place Exchange mapped the top 10 transit hubs in NYC, the tennis tournament stadium, and the 7 subway line that transports spectators to the stadium. Place Exchange then created a 0.5-mile radius around each point of interest, and served ads to the displays within the defined geofences.

Place Exchange optimized dayparting to efficiently reach commuters during peak hours in the mornings and evenings.

Map shows a sample of targeted Place Exchange inventory.

Legend

Publisher 1



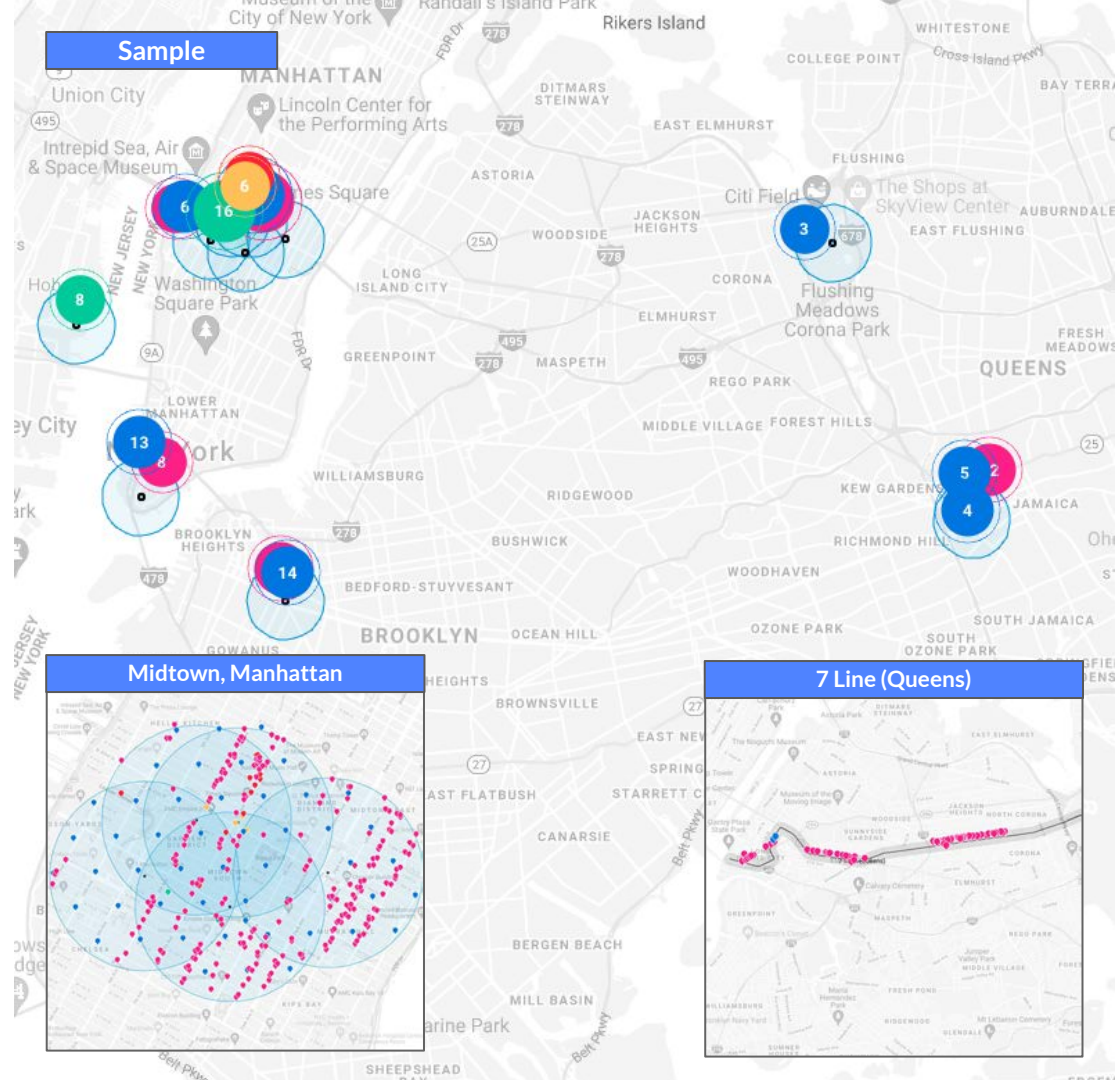
Publisher 2



Publisher 3



Publisher 4



Creative Execution

To increase engagement from commuters and to generate more visits to the ticket marketplace sales page, the brand included QR codes within its creatives to encourage individuals to scan for more information while they were on-the-go.



Creative Execution

Firefly launched its first-ever programmatic-guaranteed campaign that also included a swarm execution in the Financial District where multiple taxi-top screens were lined up together for an unmissable DOOH activation.



Key Findings

Overview of 3-week flight:

- **24.5M** total impressions delivered by Place Exchange
- The ticket marketplace was able to track and attribute QR code scans and also record revenue directly attributable to the DOOH campaign based on the mobile device IDs of commuters exposed to the campaign
- This not only proved that OOH can do “double duty” as both a branding and direct response medium, but moreover demonstrated that OOH can drive attractive lower-funnel performance in terms of CPA and ROI metrics

Unlock the real power of OOH

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