



Fall Theatre 2018  
CAMPAIGN REPORT

August - October , 2018



## CAMPAIGN SUMMARY

The Fall Theatre campaign promoted the variety of performance experiences and drove qualified traffic to operator websites and phone calls to operators.

The campaign ran from August 16th to October 24th, 2018.

The campaign funding dictated targeting an out-of-province audience. The focus was on reaching upper New York consumers. This campaign was targeted towards an older, affluent demographic with interests in arts and theatre.

The campaign used a combination of awareness, engagement, and conversion media in the form of radio, tv, Facebook, and paid search.

A micro site was created to promote all partners and feature theatre option offerings and drive users to partner sites.



# CAMPAIGN TOTALS

Aug 16, 2018 - Oct 24, 2018

## FACEBOOK



406,672  
IMPRESSIONS



1,985  
CLICKS



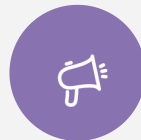
0.83%  
CTR

BENCHMARKS CTR 0.9-1.76%

## TV & RADIO



800  
TV SPOTS



139  
RADIO SPOTS

## GOOGLE SEARCH



89,985  
IMPRESSIONS



1,275  
CLICKS



1.42%  
CTR



T.V.

Aug 16, 2018 - Oct 24, 2018

## DELIVERY METRICS

800

BOOKED SPOTS

2.2M

POTENTIAL VIEWERS

## CREATIVE EXAMPLE



## INSIGHTS

Ads were run on the WPBS-Watertown station with an audience size of 2.2 million viewers - 150,000 in Northern NY.

The PBS audience consists of well educated, affluent, inquisitive, and engaged viewers who are very interested in arts and culture. This audience was a great match for our theatre promotion.



# RADIO

Aug 16, 2018 - Oct 24, 2018

## DELIVERY METRICS

139  
BOOKED SPOTS

4,500+  
EBLAST SUBSCRIBERS

## CONTEST EBLAST



A ticket giveaway from WRVO  
Tuesday, September 11, 2018



### A show and a stay in South Eastern Ontario

Visit South Eastern Ontario this fall to experience theatre at its finest. Choose from any performance listed online\*, at one of six venues, via the [South Eastern Ontario Theatre Guide](#). From the 1000 Islands to Canada's first capital and all the way to Prince Edward County, two things tie South Eastern Ontario together: beauty and culture. Each destination offers up unmatched scenery, breathtaking waterfront views and deep history and rich culture supported by the arts. Charming home-grown talent and world-renowned performances grace each stage throughout South Eastern Ontario.

**Winner will receive:** two tickets to one performance of their choice this fall at one of six venues (The Grand Theatre Kingston, Thousands Islands Playhouse,

To enter to win, email us with your name and other contact info (you do not need to choose a particular performance at this time). A randomly-selected winner will be notified by email, and given instructions to choose their performance and date. \*Blackout dates may apply.

Enter the giveaway



## INSIGHTS

WRVO listeners are highly educated, affluent, and strong supporters of fine arts, education, and culture.

Radio spots promoted the microsite and all theatres in the program to encourage listeners to attend shows in the area.

This radio buy included a e-blast contest to 4,500+ subscribers for a theatre getaway.




## DELIVERY METRICS

406,672  
IMPRESSIONS


1,985  
CLICKS

0.83%  
CTR

## CREATIVE EXAMPLE

 **South Eastern Ontario** Written by Alphabet [?] · 20 August at 20:29 ·

Making the trip across the border this fall? Visit the South Eastern Ontario Theatre Guide for a one-stop-shop to the region's best professionally-crafted productions and make it an unforgettable experience.



**Showtimes that fit your schedule** [Learn More](#) **The genres you love**

## INSIGHTS

The Facebook ads featured carousel ads with an image of each theatre and links back to the microsite. Several versions of carousel ads with different images were tested and the best performer was chosen to run for the majority of the campaign.

The ad performed better with our older audience, and the budget was skewed towards the older demographic and the maximum age was increased to keep the audience size large.

The ad performed slightly better with the audience using theatre and arts interests targeting compared to the audience with no interest targeting.



# SEARCH

Aug 16, 2018 - Oct 24, 2018

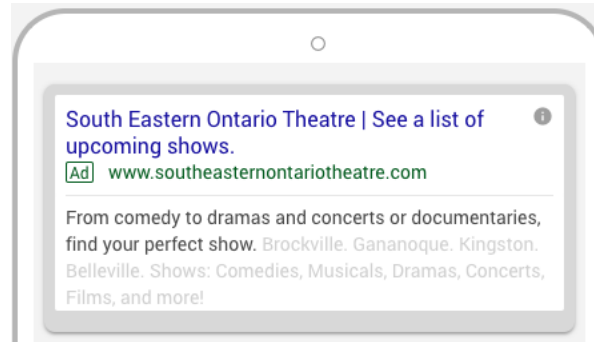
## DELIVERY METRICS

89,985  
IMPRESSIONS

1,275  
CLICKS

1.42%  
CTR

## CREATIVE EXAMPLE



## INSIGHTS

The Search ads produced very economical clicks to the website. The Search campaign was primarily a supporting tactic for the TV and Radio to capture people who heard or saw the ads and were using Google to find more information.

Keywords were added to our bidding and our negative list to continuously optimize for better performance.

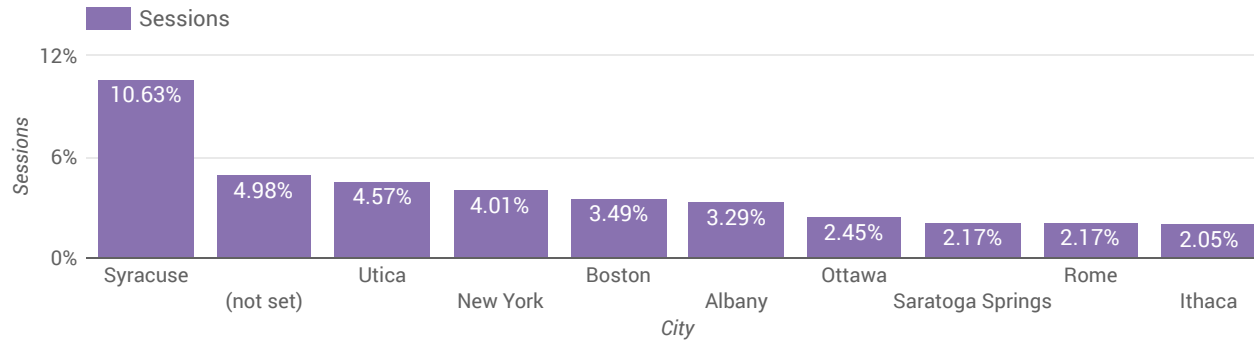
Based on the amount of search traffic, we moved a portion of the budget to the social campaign.



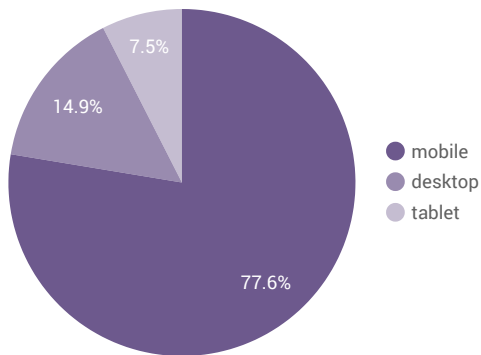
# WEBSITE METRICS

Aug 16, 2018 - Oct 24, 2018

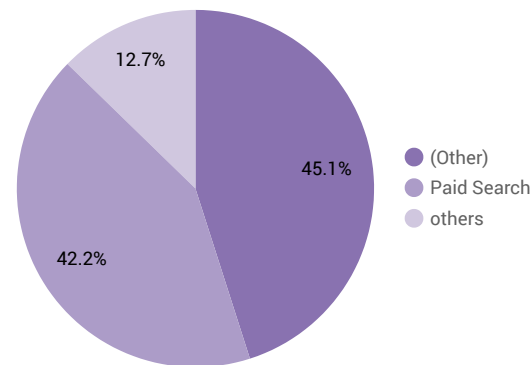
## WEBSITE TRAFFIC BY CITY



## TRAFFIC BY DEVICE



## TRAFFIC BY SOURCE



## INSIGHTS

The top ten cities driving traffic to the website are all upper New York areas (about 20% of location data is skewed because IPs are often linked to service providers, meaning that the user may show up as New York City but is actually in a smaller city like Watertown.) Traffic was also generated from Ontario cities but at a smaller scale.

The majority of traffic to the website was mobile traffic which follows the trend of overall increasing mobile traffic to websites and activity on social media like Facebook.

The majority of traffic came from our Paid Social (shown to the left as Other) and our Paid Search with a small portion of traffic coming from Direct which is when a user types in the exact URL in their URL bar.

Users spent an average of 1:19 on the site and the majority of web traffic came from mobile phones.





## RECOMMENDATIONS

Aug 16, 2018 - Oct 24, 2018



Since radio and t.v. do not have direct attribution data collection like we have on digital channels, the effects of these marketing techniques must be measured by the increase in theatre tickets from patrons who match the targeting of our campaigns or just a general increase in sales. We can also surmise that the radio and t.v. ads were generating interest based on the paid and organic search that drove traffic to the website which is a result of awareness media.

Our social ads performed well with an older demographic and interest targeting so we recommend using a similar audience for future campaigns. As the costs of Facebook advertising continue to rise and the Newsfeed placement area becomes saturated, we recommend exploring other ad placements for future campaigns, as well as Facebook's audience network which offers a display-like environment on their partner websites.

Our search ads performed well with our more specific keywords. For future campaigns, we recommend keeping the search budget smaller than the other budgets in order to be a supporting piece to awareness media to capture any branded searches.

The majority of traffic to the website was mobile traffic. The website was built on a responsive framework which was designed for a mobile experience, however, a slightly more streamlined approach may enhance the mobile experience even further. The website had a lot of information and functionality to it that kept users within the website which was great for informing the users. For future campaigns, we may consider hosting less of the information on the micro site and encouraging users to click off to the theatre partner sites sooner to drive more traffic to our partner sites.



Thanks!

Any questions?