



ENTERTAINMENT

SHOWCASING THIS LOCAL THEATER'S BRAND

 RICHMOND, VA



GOAL

- The client's goal was to increase ticket sales for the multiple shows they put on throughout the year while targeting a younger demographic.
- Prior to working with Conduit Digital this local theater saw their ticket sales level off with minimal new theater goers, and few attendees between the ages of 18 - 30.

CHALLENGES

- The challenge of this campaign was targeting the correct locations to attract the proper audience the client was looking for.
- Our team knew that we had to spread the word to inspire more visitors.

RESULTS

- The Conduit Digital team took a hyper-targeted approach to this campaign.
- We focused on targeting nearby popular locations such as and the local mall to generate over 890 geo conversions from these locations.
- Due to this, we saw a 61% geo-lift that was achieved throughout the campaign showing people who were served an ad were 61% more likely to convert compared to users who did not.

890

GEO-CONVERSIONS

61%

GEO-LIFT

