

# CASE STUDY: ENTERTAINMENT

**Symphony looking to promote online ticket sales with a year-long campaign.**

Campaign goal was to promote ticket sales for tickets ranging up to \$300 with conversions and confirmed bookings. Targeting tactics included audience targeting to theatre/performing arts enthusiasts and site retargeting to a specific DMA. Creatives were swapped for every new performance.

Creatives: Multiple display assets

Symphony ran a year-long display campaign to increase ticket sales.

Included multiple display assets.

Campaign  
goal was  
conversions

**846**  
Tickets Booked

Multiple  
creative  
changes