

EVENT PROMOTION AT THE MALL AT STONECREST

ON-PREMISE CAPTAIN AMERICA/SPIDERMAN CHARACTER APPEARANCE

CASE STUDY

THE TIMING

Ads ran from 10/1 – 10/25/2014 (the day of the event)

THE SITUATION

Promote the October 25, 2014 appearance of “Avengers Unite – Spider-Man and Captain America Live!” at the Mall at Stonecrest in a way that cost-effectively reaches the most likely online audience. the mall’s goal was to attract at least 650 attendees.

THE SOLUTION

With a \$900 budget, The Mall at Stonecrest utilized Digital Direct to promote the event online locally. Digital Direct found the most relevant audience through search targeting (targeting based on geography and behavioral parameters) and site retargeting (retargeting site visitors after they leave the site).



THE RESULTS

- Search targeting achieved a .15% click-through rate (CTR) on 177,653 impressions; **more than double the national average banner ad CTR of .06%**
- Site retargeting, which tends to have higher CTR (but from a smaller pool) achieved a .60% CTR on 16,124 impressions, **which is on the high end of average .20% - \$1.0 CTR**
- There were more than 1,250 attendees, **almost doubling their attendance goal**

WHAT THE CLIENT HAD TO SAY ABOUT THE EVENT

“Spider-Man and Captain America was a **HUGE** success. Well over 1,250 kids and parents participated in the event.”

- Donald Bieler, Director of Marketing, The Mall at Stonecrest (Urban Retail)

