

Driving Ticket Sales for a Movie Franchise

With engaging content and expert audience connections, a movie studio built excitement around the latest film in its blockbuster franchise and measured its marketing efforts across media partners.

BY THE NUMBERS



11.4%

conversion rate
(vs. 3.96% action film average)

\$51.29

return on ad spend
(vs. \$14.53 action film average)

\$10.2M

in measured revenue

CHALLENGE

With a blockbuster franchise film in the queue for summer 2018, a major movie studio wanted to efficiently reach people who had previously bought tickets to similar movies, and then accurately measure box-office impact across its multiple digital partners.

SOLUTION

Using Conversant Box Office, we built an audience of 13 million people likely to be interested in seeing the movie in theaters, including buyers of tickets to the franchise's earlier films and similar action and adventure films.

To measure the reach and impact of its total media investment, we tagged the studio's other digital marketing partners and matched all the impressions to our individual profiles. Then we matched those profiles to online and offline theater-level transactions during opening weekend. With this data, the studio analyzed reach and frequency overlap, and then deduped for conversions.

With this information, we translated impressions back to ticket sales and provided the studio deep insights into movie-ticket buyers.

RESULTS

Conversant reached **3.4 million incremental moviegoers** and converted them at an eCPA of \$0.66—twice as efficiently as any other partner. We impacted over **\$4 million in opening-weekend ticket sales**, accounting for more than half of all measured partner revenue. With a conversion rate of over **11% and ROAS over \$50**, the film beat the benchmarks for a summer blockbuster.

Learn more



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\$33.14

Conversant ROAS during opening weekend

\$7.84

ROAS across all digital partners during opening weekend