

Feature Study

Guthrie's River Ruckus Uses ShowClix's Marketing Dashboard to Promote Their Event and Sell More Tickets

Results

84%

YoY increase in ticket sales

100%

Visibility into ticket buyer conversion paths

5K

Emails used for remarketing campaigns

Background

Country music's top artists have been performing at Guthrie's River Ruckus, one of Iowa's most beloved country music festivals, for the past 10+ years. The Ruckus welcomes attendees from all over for two action-packed days of music, beer, and a rockin' good time. Attendees can either enjoy attendance for the day, or they can choose to make it a weekend by camping at one of their 800 campsites.

Challenge

With their lineup of hit country artists growing each year, Guthrie's River Ruckus needed more efficient ways to reach new audiences and sell more tickets. Since they were already using ShowClix's robust event technology platform, they decided to explore the options available in their system.

Solution

Guthrie's River Ruckus implemented ShowClix's Marketing Dashboard, which houses a collection of marketing tools the Ruckus team uses to market their event within the system. They connected their social media accounts to their event listing and sent several promotional emails. Also, by connecting their third-party marketing platforms and adding a unique ShowClix code to the end of their marketing URLs, they gained a clearer view into the ticket buyer conversion path.



"Their Marketing Dashboard makes promoting our event super easy, and it's conveniently located right in the ticketing system. It gives us back more of our day and keeps us informed by letting us know what more we could be doing."

Adam Faucher, Owner, Guthrie's River Ruckus