

## Feature Study

# Ice Castles Partners with ShowClix Marketing Services to Utilize Google Analytics for Marketing Campaigns

## Results

### 100%

Visibility into ticket buyer conversion paths

### 95K

Monthly visitors captured for marketing campaigns

### 41%

Increase in demographic, interest, and behavioral data collected

## Background

Ice Castles, a magical winter wonderland built from solid ice, has quickly become one of the most anticipated events of the winter. With five locations across the U.S and Canada, Ice Castles draws tens of thousands of visitors to each location to experience the one-of-a-kind magic of these soaring castles. Visitors immerse themselves in dozens of towers, secret tunnels, caves, mystical fountains, slides, and so much more!

## Challenge

The Ice Castles team wanted to ensure they were collecting all of the available website data for their marketing campaigns and site optimizations. Due to the rapid growth of Ice Castles, having a partner who could provide hands-on Google Analytics implementation, training, and support was essential for success.

## Solution

Ice Castles partnered with the ShowClix Marketing Services team to execute a proper Google Analytics strategy. Marketing Services helped implement cross domain tracking on their website and event listing pages, structured their Google Analytics user account to collect ticket sales and ticket buyer information, and provided training on the utilization of UTM parameters to capture specific marketing campaign data.



**“We appreciated the time Marketing Services spent on ensuring our Google Analytics implementation was done in the best interests of our data. We’ve been able to develop stronger marketing campaigns based on the additional information we now receive. We’re excited to continue to work with them this season!”**

**Ryan Davis, CEO, Ice Castles**