

Feature Study

Matinee USA Partners with ShowClix Marketing Services to Generate a Dramatic Increase in Ticket Sales for Las Vegas Festival

Results

41%

Increase in sales
YoY during ad
run

47%

Increase in
revenue YoY
during ad run

100K

Potential ticket
buyers reached

Background

Originally launched in Ibiza almost 20 years ago, Matinee has grown into an international party franchise that is, in the words of its creators, “all about awe and extravagance, combining superior fantasy elements and theatrics.” Beginning in 2010, Matinee USA was formed to bring the global sensation to the States, and now welcomes tens of thousands of attendees to massive events across the country.

Challenge

For the 2016 Las Vegas event, the Matinee team was interested in trying new marketing ideas to help them increase early ticket sales. With a dedicated, but busy team, having a partner who could provide hands-on marketing strategy, training, and support was essential for success.

Solution

Matinee partnered with the ShowClix Marketing Services Team to develop and execute a marketing strategy designed to create event awareness and increase ticket sales. The initiative launched as several highly targeted Facebook Ad campaigns promoting special introductory pricing. Target customers who didn't initially convert received remarketing ads to remind them that they only had a few days left to buy at the first price level.



“The Marketing Services team at ShowClix helped us connect with our fans and dramatically increase our ticket sales. They helped us build custom campaigns tailored to our goals and budget, and the results speak for themselves! We’re excited to continue working together to grow our business.”

Jake Resnicow, Producer, Matinee USA