

Feature Study

The North Pole Experience Utilizes ShowClix's Third-Party Marketing Integrations to Optimize Marketing Campaigns

Results

100%

Visibility into ticket buyer conversion paths

19X

ROI on Facebook ads

30,000

Monthly users collected for remarketing lists

Background

The North Pole Experience is a family-friendly, fully-immersive holiday adventure like no other. Guests indulge their imaginations by taking a journey to Santa's headquarters. Inside, guests marvel at the sight of sprawling toys on Santa's main factory floor, attend Elf University to learn how to become a top notch elf, and get a sneak peek at Santa's high-tech sled to see how he delivers gifts around the world. The experience isn't complete without a visit with Mrs. Claus for some cookies and pictures with Santa himself.

Challenge

The North Pole Experience team needed an event technology system that enabled them to easily integrate with the third-party marketing platforms they use every day. The team sought the ability to sync and communicate ticket data seamlessly with Google Analytics and Facebook Ads Manager to better optimize their online marketing campaigns.

Solution

The North Pole Experience team partnered with ShowClix to utilize their built-in platform integrations tool, which enables easy communication between event listing activity, ticket sales data, and third-party marketing platforms.

The team connected their Facebook Ad Manager, which enabled them to dive deep into ticket sales resulting from specific ads and collect visitors for remarketing ads. The Google Analytics integration gave them the power to connect the full purchase path so they can better understand customer behavior.

“ShowClix is the first event technology company we've found that makes it easy to integrate our marketing platforms with their system. It's great to finally work with people who don't just focus on selling a ticket, but understand the importance of the data behind it. We really appreciate it.”

Zack Manis, VP of Marketing, North Pole Experience