

Feature Study

Rick Bronson's House of Comedy Utilizes Marketing Services at ShowClix to Increase Return on Ad Spend

Results

10X

Average return on ad spend

138%

Increase in online ticket orders

26+

Hours saved per month on social ads

Background

Rick Bronson's House of Comedy showcases the absolute best in standup comedy, offering fans a night of hilarity at any of their four locations in Bloomington, MN; Edmonton, AB; Phoenix, AZ; and New Westminster, BC. Each venue attracts the hottest acts from around the world, like TJ Miller, Arsenio Hall, Nikki Glaser, and more. With a full dinner menu, bar, and schedule of live entertainment, this comedy club is the perfect destination for an amusing night out.

Challenge

With multiple comedy clubs across the U.S. and Canada, Rick Bronson's House of Comedy knew they needed to create targeted marketing campaigns that would appeal to their diverse customer base for each of their locations. They needed a team of seasoned marketing experts to help develop an advertising strategy that could maximize their return on ad spend and engage new and existing audiences.

Solution

Rick Bronson's House of Comedy partnered with the ShowClix Marketing Services team to develop a comprehensive marketing strategy that would drive more ticket sales and cultivate stronger brand recognition with their audience. Marketing Services implemented their partner marketing platform, ToneDen, which is a Facebook and Instagram advertising platform built specifically for event organizers and designed to save them valuable time. The platform finds the most attractive ticket buyers at the lowest cost using unique targeting ad placement options. The team launched highly targeted ads by utilizing detailed affinity and interest targeting, and ran remarketing campaigns to re-engage those who landed on their event listings but did not initially buy a ticket.

"I spend a lot of time working with the ShowClix Marketing Services team, and I'm consistently blown away by the breadth and depth of their event marketing knowledge. The numbers really do speak for themselves; 138% increase in online ticket orders seemed like an impossible number a year ago, but now it's a reality."

Rick Bronson, Rick Bronson's House of Comedy