

Feature Study

The Complex Leverages ShowClix's ToneDen Integration to Sell Out Shows and Maximize Ad Spend

Results

58X

Average return on ad spend

150+

Campaigns managed at any given time

42+

Hours saved per month

Background

The Complex brings nationally and internationally touring musicians and mind-blowing experiences to their attendees at their primary locations in Salt Lake City and Springfield, as well as additional venues throughout the country. The Complex produces hundreds of live music events each year while also featuring comedians, art galas, MMA fights, private parties, and more.

Challenge

Over the course of just four years, The Complex has more than tripled the number of events produced annually by expanding the scope of events at each of their venues and putting on ancillary shows in other locations. In line with this growth, their online marketing efforts have greatly expanded. They needed a more efficient marketing solution that could sustain that growth and give them back the time they were spending managing multiple campaigns inside of Facebook's ad platform.

Solution

The Complex utilized ShowClix's partnership with ToneDen, a simplified Facebook and Instagram marketing platform designed specifically for event marketers, to scale their advertising efforts and maximize return on ad spend. ShowClix and ToneDen joined forces to empower ShowClix partners to get the most out of their online event marketing campaigns and increase ticket sales. Since the partnership gives The Complex exclusive access to advertising features only available on ToneDen, such as Dynamic Event Ads, they were able to save valuable time, automatically optimize their budget allocation, and ultimately sell more tickets.



"Having ShowClix integrated with ToneDen has been great! Knowing that a campaign is producing like that while I'm completely hands off is amazing. I have complete confidence in ToneDen's ability to maximize all marketing campaigns to their fullest potential."

Steve Loso, Marketing Director, The Complex