

CASE STUDY

LEAD GENERATION

**DISCOVER HOW WE SCALED
LEAD BY 106%**

WELCOME TO THE CITADEL THEATRE

The Citadel Theatre is one of the largest theatres in Canada. Showcasing Canadian and International professional productions, as well as home to the Foote Theatre School.

2023/24 SEASON



SIX
AUG 12 – SEP 10, 2023

[BUY TICKETS](#)



**THE IMPORTANCE OF BEING
EARNEST**

SEP 23 – OCT 15, 2023



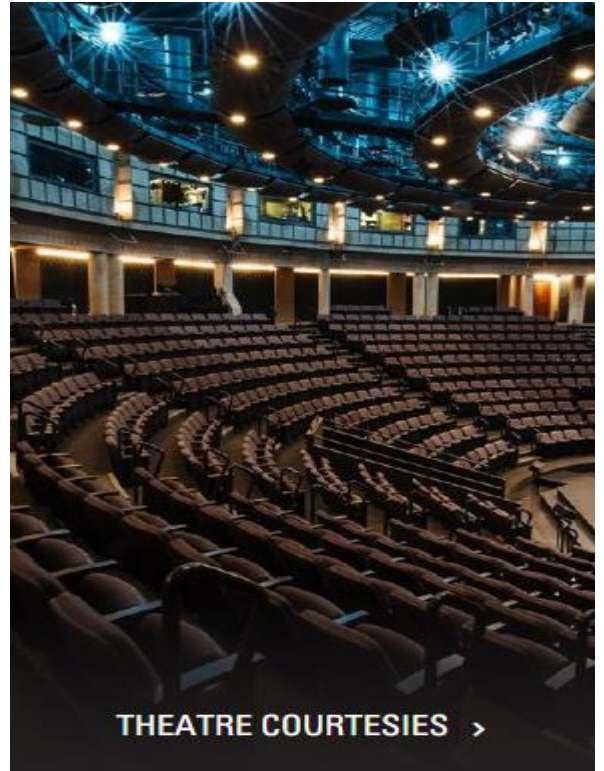
LITTLE SHOP OF HORRORS

OCT 21 – NOV 19, 2023

[BUY TICKETS](#)

OVERVIEW OF THE COMPANY

The Citadel Theatre is one of the largest theatres in Canada. Showcasing Canadian and International professional productions, as well as home to the Foote Theatre School.



CHALLENGES

- Increase brand recognition
- Drive more qualified leads
- Increase conversions on bottom-funnel Audience Segmentation
- Increase ROI



SOLUTION

To improve brand recognition, we run Brand Awareness & Page like Campaigns and. As a result, we saw a substantial brand lift.

During our initial analysis, we learned that majority of the engagement was coming from the **female audience (age group 25-54)**. It was crucial to segment those female audiences who are dropping off without taking any further action.

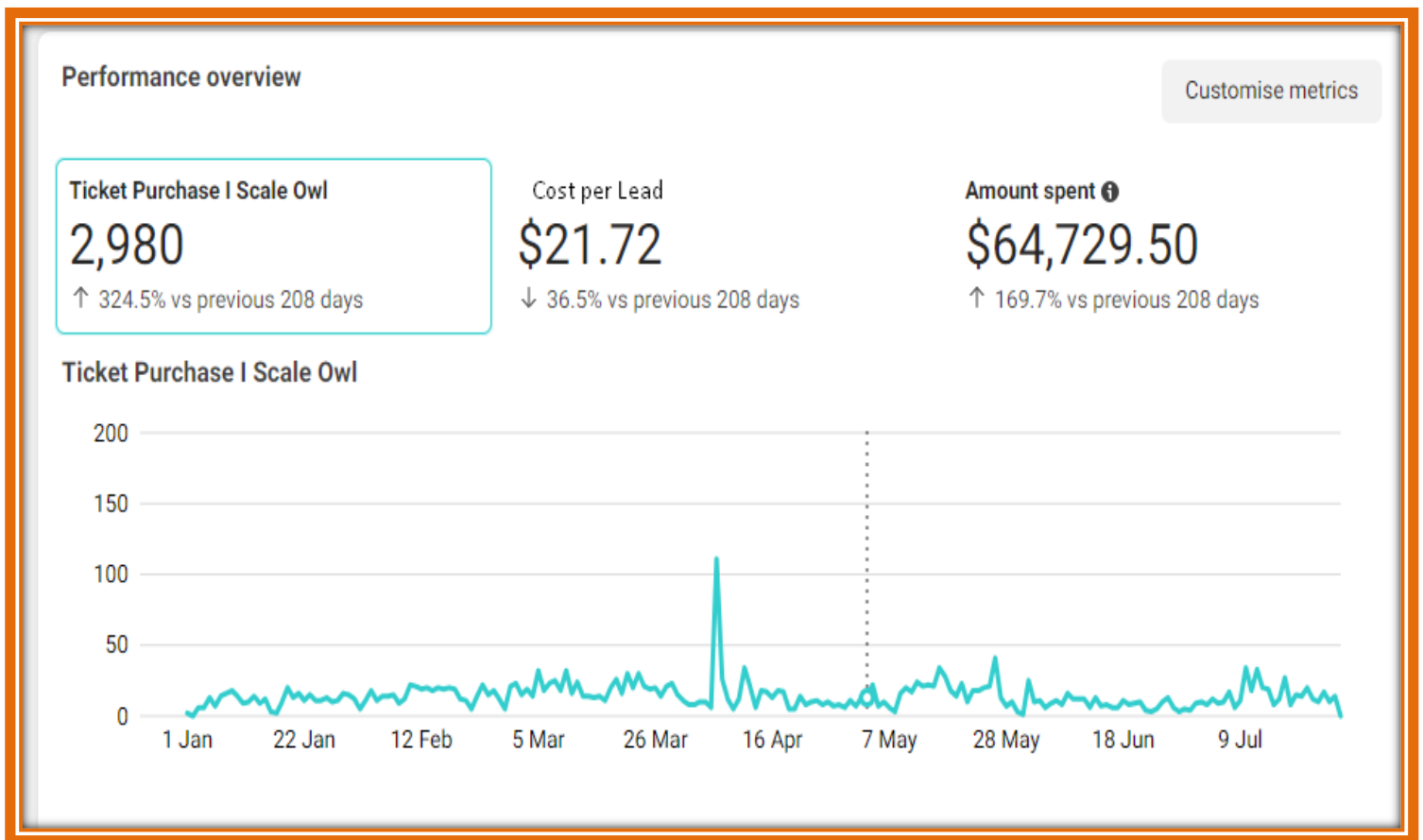
Once we had done with segmentation, we launched hyper-targeted campaigns for each of their services. We had implemented a session recording tool to see how visitors were navigating on the site so that we can fix those roadblocks.

The next thing was to leverage a similar audience. Based on our learning, we launched a similar audience campaign with the ad copies that performed well in our last campaign.

SOLUTION

Once we had enough audience captured, we launched a robust re-marketing campaign to attain incremental leads at a lower CPL.

IMPACT



RESULT

2980

Lead Delivered

106%

Increase in Leads

41.6%

Decrease in CPA

64.5%

Decrease in CPC

CAMPAIGNS

Campaign	Impressions	CPC (all) ↓	CTR (all)	Amount spent	Ticket Purchase Scale Owl	Cost per Ticket Purchase Scale Owl
[Redacted] - Conversion	6,359	\$0.43	1.72%	\$2,730.86	68 [2]	\$40.16 [2]
[Redacted] Subscription Ads - Conversion - ...	4,194	\$0.42	1.27%	\$1,752.09	74 [2]	\$23.68 [2]
[Redacted] - Jersey Boys - Conversion	14,632	\$0.39	1.93%	\$5,689.75	201 [2]	\$28.31 [2]
[Redacted] - TOF - Six: The Musical - Conversion	9,254	\$0.30	1.50%	\$2,733.10	352 [2]	\$7.76 [2]
View Charts Edit Duplicate Pin						
[Redacted] - TOF - Season Ticket Package - Conver...	3,485	\$0.21	2.72%	\$742.49	43 [2]	\$17.27 [2]
[Redacted] - TOF - Prison Dancer - Conversion	15,488	\$0.19	3.70%	\$2,999.97	157 [2]	\$19.11 [2]
Results from 33 campaigns ⓘ	106,030 Total	\$0.61 Per Click	1.29% Per Impressions	\$64,729.39 Total Spent	2,980 [2] Total	\$21.72 [2] Per Action