

TicketsNow Scores 44% Reduction in Cost-Per-Fan with Kenshoo



TicketsNow, a leading online resale marketplace for sports, concert, and theater tickets, has created a strong paid search program to drive visitors and conversions to its site, TicketsNow.com. In 2010, TicketsNow began using Kenshoo to manage its robust paid search campaigns. Using Kenshoo's™ algorithmic rules and model-based bid policies, TicketsNow has been able to effectively optimize millions of keywords and double overall contribution from its search engine marketing. To build on its success with the Kenshoo Suite, TicketsNow sought to expand its efforts into social marketing with Facebook ads.

CHALLENGE

TicketsNow knew that building an engaged fan base on Facebook would drive revenue for its business. Per a SocialCode survey from November 2011, Facebook fans are 291 percent more likely to engage and convert with a brand than non-fans. The challenge for TicketsNow was how to generate new fans in a targeted, efficient, and cost-effective manner.

The TicketsNow team realized that developing and implementing the campaign set-up, management, and reporting processes on Facebook was taking valuable time that the team could have been using to analyze results, cultivate insights, and optimize investment. Additionally, TicketsNow needed to scale its program at an allowable cost-per-fan (CPF) metric that fit within the company's goals.

SOLUTION

Kenshoo gave TicketsNow the flexibility to execute a multi-campaign strategy, enabling campaigns to be set up based on product categories, such as sports, concerts, or theater. Using the Kenshoo permutation wizard, TicketsNow was able to quickly create ads and effectively test multiple variations within each campaign. The restructuring improved CPF almost immediately upon implementation.

To maintain the CPF goal, one of Kenshoo four Facebook-specific bid policies – in this case “Control CPA” – was implemented at the Profile level. With the transparency of the Kenshoo Suite, TicketsNow was able to review all bid changes and gain insight into performance by segment.

Once the bid policies were in place, the TicketsNow team could test copy and creative with ease using bulk management tools like copy/paste and multi-edit in the Kenshoo Ad Manager. This allowed TicketsNow to tailor ads geographically, demographically, and behaviorally while gaining new fans and driving fan volume in a much more efficient manner.

RESULTS

Armed with Kenshoo, TicketsNow was able to dramatically cut down time spent managing campaigns as well as drive down its average CPF on Facebook. During a period of three months, TicketsNow reduced its average CPF by 44 percent.

TicketsNow Reduced Average
Cost-Per-Fan by

44%



#TimeSaved



The time savings our team has achieved in campaign creation and building test variations within Kenshoo has opened up more time for us to invest in our Facebook program strategy. With the more tedious tasks simplified through Kenshoo's suite, we have been able to dig into the data and actually put those insights into action through fine-tuned bidding and new ad unit testing."

Sachin Gadhvi

Director of Marketing

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