

# CASE STUDY: ENTERTAINMENT

Campaign for Amusement Parks in several states targeting other entertainment venues seen in DMA's: Detroit, Cincinnati, Columbus, Dayton, Toledo, Sandusky Chicago, Indianapolis, Washington DC, Cleveland, Raleigh; States of Illinois, Ohio, Indiana, Michigan, Maryland and North Carolina as well as Southern Canada.

Included a mix of standard banner ad sizes .

**Multi-State Amusement Park Company: 120 Day campaign conquering other entertainment venues.**

Multi-DMA/Multi-State/Canada targeting to encourage ticket purchases at local amusement and entertainment venues by conquering competitive entertainment venues as well as retargeting existing site engagers.

Budget: \$65,000

Contracted Impressions: 7,500,000

Impressions delivered: 7,876,379

Devices tracked at venues that saw digital ads: 6,549

Creatives: Multiple display ads sizes with strong call to action

**.22%**

CTR

**7.9M+**

Impressions  
Delivered

**6,549**

Walk-Ins that saw  
digital ads