Leveraging Data to Support Events and Event Ticketing

MEGA-CONFERENCE 2018
Community Partnership
Sponsorships

Print

Digital

REVENUE FOR ALL
SOMETHING NEW

- LEAP DIMENSIONS
  - SUBSCRIBER DATA
  - HOUSEHOLD DATA
  - LIFESTYLE DATA

- CITY SPIN
  - TICKETING PLATFORM
  - DATA COLLECTION
  - REVENUE STREAM
Arts in Heart

- CASH ONLY TICKETS
- PRE-PURCHASE AT 6 LOCATIONS
- NO DATA ON ATTENDEES
- 36 Years
WHERE TO GO AND HOW TO GET THERE

- Extend their reach
- Reduce cash risk
- Increase revenue
ARTS IN THE HEART OF AUGUSTA FESTIVAL

Sep 15, 2017 to Sep 17, 2017
Arts in the Heart of Augusta, Augusta, GA
This Event has already passed
TARGETED AUDIENCE PROFILES

- **Personicx Clusters**
  - KIDS and CLOUT
  - TOTS and TOYS
  - APPLE PIE FAMILIES
  - CHILDREN FIRST
  - RAISIN’ GRANDKIDS
  - MIDTOWN MINIVANNERS
  - DOWNTOWN DWELLERS

- **Interest**
  - Collectible Art
  - Community
  - Culture
  - Donating to charities
  - Parents with school age children
DATA PARTNERSHIP

- Client Profile
TARGETING PROSPECTS

- Facebook/Instagram
  - Direct Audience
  - Look-alike Audience

- Google
  - Target Audience
The Results
Online Ticket Sales

- 150 Cities
- 30 States
- Including Hawaii
The Results

- 27 Percent of online sales were new
- 2,800 Credit cards scanned at the gate
- $90k online sales
- 6 Percent made additional donations
The Results

- Significant risk management
- Reduction of cash intake
- 88,000 attendees
RESULTS = REVENUE AND REFERRALS

- $16,000 in revenue
- Recommended for other events across the US
For additional info:

Kimberly Kelly
kimberly.r.Kelly@augustachronicle.com
706.823.3323

Stephen Wade
stephen.wade@augustachronicle.com
843.632.1839