

Sojern Drives Strong Ticket Sales for The Tour at NBC Studios

Summary

New to programmatic advertising, the marketing team at The Tour at NBC Studios partnered with Sojern starting in late 2018 to reach in-market travelers and drive ticket sales for the tour. In Q4 2018 alone, Sojern drove over \$80,000 worth of ticket sales.

Solutions Used

- Display

Results

\$80,000+

in tour ticket sales
in Q4 2018

Proved

the value of their
marketing spend

Engaged

in-market travelers with a
highly targeted campaign

“ The Sojern team delivered a really focused campaign for us, and proved the impact of our marketing spend. Some of their insights were things we hadn't thought of looking at before, so they've been a comprehensive partner.



Ryan Michaelsen
Director of Tours and Marketing



Display Ad Example on Mobile

About The Tour at NBC Studios

The Tour at NBC Studios gives guests behind-the-scenes access to the studios where some of America's favorite shows are made, like Saturday Night Live, The Tonight Show Starring Jimmy Fallon, and more. Guests learn about the entire TV production process, from scriptwriting and producing, to the ways TV content reaches viewers at home.

Challenges

The Tour at NBC Studios is one of the most iconic activities for people visiting New York City. The team has marketed The Tour through various outlets in the past, and sought a better way to measure the impact of their spend. "We want to do things that move the needle for us," explains Ryan Michaelsen, Director of Tours and Marketing. "Proving results that we can track back to a campaign is key."

Objectives

New to programmatic advertising, The Tour at NBC Studios team partnered with Sojern in Q4 2018 to run an online display campaign in order to drive ticket sales. With billions of travel intent signals, Sojern reaches people who have searched for or booked travel to New York City, and even those who are currently in-destination. Sojern puts The Tour top-of-mind for those in-market travelers, and encourages people to visit the website to learn more, and book their tickets.



Display Ad Example on Desktop

Results

Over the course of the Q4 2018 campaign, Sojern drove over \$80,000 worth of ticket sales for The Tour at NBC Studios. More than just the ticket sales, the team was impressed with the added value that the Sojern team provides in terms of insights and campaign support. "Recently we just started testing A/B creative, to see what works and what doesn't," continues Michaelsen. "That insight is really beneficial."

Looking to bring more travelers to your local attraction? **Get in touch now.**