

Sojern and Maha Festival Partner to Drive Brand Awareness and Increase Ticket Sales

Summary

Maha Festival partnered with Sojern in April of 2019 to reach people outside of Omaha in neighboring cities to drive awareness that Omaha is a good place to visit, work in, and live in. Sojern encouraged those viewers to book festival tickets online and delivered an 11X ROI through an online display campaign.

Solutions Used

Display

Results

11X

ROI on CPM display campaign

Optimized

budget and maximized impact of digital campaign

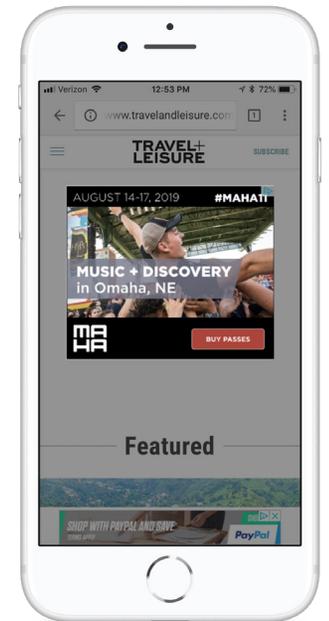
Implemented

a campaign that drove ticket purchases from outside the Omaha area

“ The communication was one of my favorite things about working with Sojern. There were no lingering questions. The team understood my background and they tailored the process to my experience. It hasn't been 'one size fits all', and I appreciate that.



Rachel Grace
Marketing and Communications Manager



Display Ad Example on Mobile

About Maha Festival

The 2019 iteration of Maha Festival – the 11th annual event – combined an innovation conference with live music acts from around the country across four days in Omaha, Nebraska. "The mission we're constantly working toward is to hit a critical mass of interesting, cool stuff happening during a condensed period of time," said Rachel Grace, Marketing and Communications Manager.

Challenges

Maha Festival had tried online display advertising before, but campaign management was an issue. "To be effective in digital, you have to constantly monitor the ads, and we don't have someone specifically devoted to it," Grace said. "Most importantly, we needed to optimize spend—every dollar counts in the non-profit space."

Objectives

In April 2019, Sojern and Maha Festival launched an online advertising campaign aimed at reaching locals and people in neighboring cities to encourage them to visit the newly launched website and purchase tickets online. Sojern targeted people outside of Omaha to increase awareness about Omaha, as well as the local market. In the non-profit space, optimizing spend is crucial while targeting the right audience and ensuring the campaign has the maximum impact.

Results

During the campaign, Sojern drove highly qualified traffic to the Maha Festival website where they were able to learn more about the four day event and purchase tickets. Sojern maximized the impact of the campaign by reaching the right audience at the right time. The campaign achieved an 11X ROI. "The team understood what we were looking for and implemented everything effectively, and you can clearly see it in the results and the data they passed back to us," Grace said.

Looking to drive visitors to your attraction or event? [Contact Sojern to see how we can help.](#)