



# Attribution Case Study

## Voodoo Music + Arts Experience Festival

### Campaign Objective

Voodoo Music + Arts Experience launched an out of home (OOH), mobile, and attribution campaign to promote the 2018 festival. The mobile campaign geo-fenced a total of 47 locations to reach music lovers at popular music joints, local bars, college campuses and their respective stadiums. When venues such as Smoothie King Center and The Varsity hosted concerts and events, these locations were targeted to further reach the desired demographic.

### Campaign Details

Timeframe: November 1, 2018 - November 28, 2018  
Market: New Orleans, Hammond, Baton Rouge, and Lafayette, LA  
Format: Digital Bulletins, Posters  
18+ Impression Delivery: 20,494,534 OOH Impressions;  
1,429,980 Mobile Impressions  
Campaign GRP Total: 858.5 GRPs



### Results

- 67 website ticket transactions equating to \$10,900 total transactions
- 109% return on ad spend
- 5,570 mobile clicks
- 0.39% click through rate
- 195% above industry average