StackAdapt Scores Ticket Sales For a National Sports Team



Summary

Chicago Fire FC was looking to boost ticket sales for their upcoming home game against Saint Louis FC, promoting their event in a way that achieved a positive return on their advertising spend. With a goal to drive conversions on Ticketmaster, Chicago Fire FC worked with StackAdapt to generate sales and, most importantly, track those sales in a transparent conversion journey. They were able to surpass their goal of 100% return on ad spend (ROAS).

Results



Conversions 599





Clicks to Ticketmaster 16,639

122%

ROAS



competes in Major League Soccer (MLS).

Chicago Fire FC is an American professional soccer team that



beginning, the team worked with us to set up conversion tracking and provided all the right targeting tools and channels necessary to hit our revenue targets. -Emily Wondergem, Director of Marketing, Chicago Fire FC

Working with StackAdapt to achieve our goals was easy. From the

Challenge Chicago Fire FC was looking to boost ticket sales and acquire new fans for an

upcoming and historic match against new MLS rival St. Louis CITY SC, coupled with an exciting theme night celebrating all Chicago Sports.

Strategy With their main goal of driving ticket sales, Chicago Fire FC ensured that they

Prospecting

created a full-funnel approach that included prospecting, retargeting, and multichannel tactics. The campaign drove users to the Ticketmaster purchase page, creating a frictionless conversion journey.



Using StackAdapt's Browsing Audiences and Interest and Intent segments, Chicago Fire FC targeted users who were reading about soccer matches, inclusive of mentions of their own team. They leveraged 3rd-party data segments that included a Chicago Fire FC game past purchasers audience, as well as to reach users with similar browsing behaviours to those in their prospecting pool.



Ticketmaster page. Using the Ticketmaster purchase page as their click URL, Chicago Fire FC drove engaged users directly to the purchase page for the game, making it simple for them to convert.

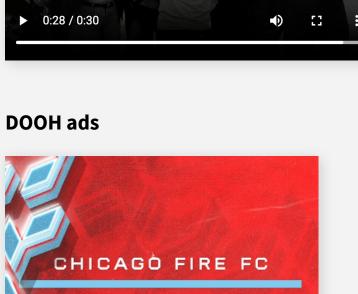
Retargeting With Ticketmaster Landing Pages

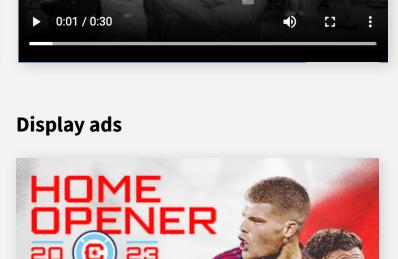
A Multi-Channel Approach Chicago Fire FC leveraged digital out-of-home (DOOH), connected TV (CTV) and online video (OLV) to enhance their upper-funnel marketing efforts, and display as a complimentary lower-funnel channel to drive users to purchase.

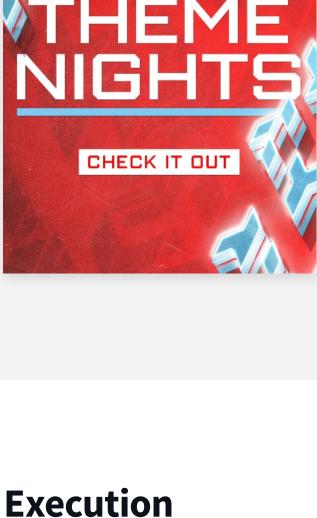
Chicago Fire FC retargeted users who visited their website, as well as their

Advertising Examples

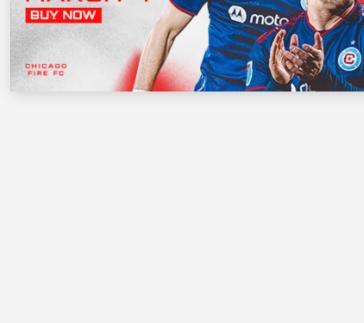
CTV ad







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Execution

Chicago Fire FC tracked conversions, revenue, and ROAS with the help of the StackAdapt Pixel which tracked users who converted on the Ticketmaster landing page.

Leveraging Ticketmaster in The Conversion Journey Using passback values within the Ticketmaster account, the team was able to

and revenue dollar amount each time a user saw a StackAdapt ad and purchased a ticket. Chicago Fire FC leveraged the Reporting tab within the StackAdapt platform to evaluate the impact of their campaigns.

track conversions in StackAdapt. This enabled them to attribute a conversion

Outcomes Since launching their initial campaign, Chicago Fire FC continues

to partner with StackAdapt, leveraging multi-channel advertising

to drive awareness and ticket sales through out the season.