



CASE STUDY

ART SANTA FE

SOLUTION

Red Zia Digital implemented a two-prong strategy, we utilized a display campaign that ran three weeks prior to that art show targeting folks interested in arts and culture to entice them to make a trip to Santa Fe for the art show. These display ads were also shown to nearby cities including Taos, Albuquerque and Denver. The week of the art show, we targeted potential attendees by using anonymous location data from their mobile devices. This ensured we were using the client's investment wisely by showing ads to people who were in the right place at the right time. We focused on showing these ads to folks who were at hotels, popular restaurants and the museum district. Using our extensive knowledge of the local market, we took all the guesswork out for the client and focused on these high-conversion locations.

THE RESULTS

The online ads for this campaign were shown **114,000** times to people who met our criteria and the banners were clicked **192** times. That resulted in a click-through rate of **.12%**, which is four times greater than the national average of .03% making the advertising expenditure more efficient for event organizers. Eventgoers shared that they saw our ads in cities where no other ad strategies were running, which can directly be attributed to the microproximity campaign that had a click-through rate of **.99%**.

THE FINDINGS

You don't need a long run time to promote an event, but strategically planned display ads and smart geographic targeting result in more cost-effective ad spending and more visitors to your event.

THE DETAILS



INDUSTRY

High-end Art Show



CAMPAIGN LENGTH

One Month



OBJECTIVE

The main objectives were to attract visitors who were planning a visit to Santa Fe that also correlated with the date of our client's high-end art show. The second was to attract visitors in the geographic vicinity during the weekend of the art show.



CHALLENGE

Our client shared that geographic targeting had been difficult and a heavy lift for their team to provide zip codes, resulting in a low investment return.

Red Zia Digital wanted to show her that with the right digital-marketing squad, we could precisely target not only folks who were in the right geographic location but also those who were interested in arts and culture.