

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

ROAS
122%



Chicago Fire FC is an American professional soccer team that competes in Major League Soccer (MLS).



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

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

Prospecting

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.

Retargeting With Ticketmaster Landing Pages

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

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.

Advertising Examples

CTV ad



DOOH ads



Display ads



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

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.