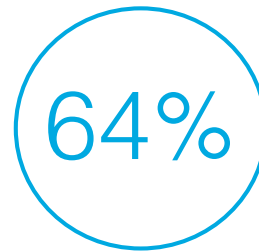
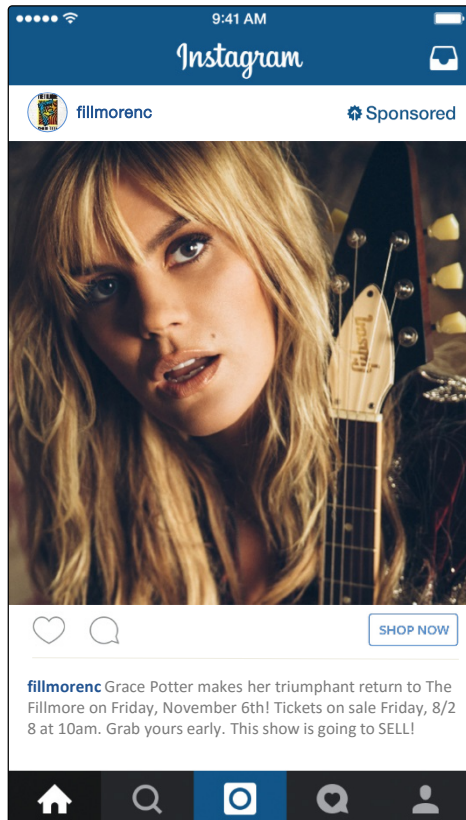




Filling the Room at The Fillmore

A concert promoter boosted ticket sales for upcoming shows by using Instagram's targeting tools to reach a local audience of fans and would-be fans with matching musical tastes. The campaign succeeded in selling more tickets at a lower cost than previous benchmarks.



increase in return on ad spend over benchmarks*

STORY

Running the show

House of Blues Entertainment (HOBE) a division of global live entertainment company Live Nation, operates and promotes concerts at various Live Nation-owned venues in major US cities, including The Fillmore Charlotte in North Carolina.

GOAL

An audience for every act

House of Blues Entertainment was struggling to find enough fans of a particular artists within a specific market to sell out a concert for all but its largest acts. HOBE chose to use Instagram to promote upcoming concerts on a visual platform, just a few clicks away from a purchase.

SOLUTION

Music to their ears

Working with Instagram Partner, CitizenNet, HOBE ran a 13-day image ad campaign in August 2015 to promote four upcoming concerts at The Fillmore Charlotte. CitizenNet's "Predicted Affinity" audience modeling, together with Instagram's targeting tools, allowed HOBE to target locals with an expressed interest in the performers, as well as people likely to be interested in the acts based on their musical tastes and interests.

HOBE used an Instagram conversion pixel placed on the ticket sales landing page to track whether those who saw Instagram ads purchased tickets—and a good percentage of them did. Best of all, the campaign's return on ad spend was 64% higher than the venue's previous benchmark. Based on these results, HOBE plans to expand Instagram advertising to 40+ venues across the US.

*while increasing overall volume of ticket sales

“
Our beta test of self-serve Instagram ads with CitizenNet has successfully shown an extension of qualified reach in key markets and a compelling new social revenue stream for our venues and tours.
 ”

Mikey Kilun
 Director Social Media
 House of Blues Entertainment