



Light Matter Geofencing Marketing To Drive Attendees to events...



REVS
194

Golf Courses: 129
Event Attendees: 42
Golf Enthusiasts: 23



COST PER REV
\$41

Golf Courses: \$18
Event Attendees: \$64
Golf Enthusiasts: \$126



Added Value:
SRT

Impressions: 82K
Clicks: 79
CTR: 0.10%

Light Matter Launched a campaign for a golf championship event in a major metro are with the goal of driving attendance at the July 2018 open.

To build interest in the event, we geo-targeted people who visited golf courses within 20 mile and attended other championship events weeks leading up to the open. We also behaviorally targeted gold enthusiasts for three months prior to the open, serving them with a call to action and promo code to purchase tickets. We tracked when consumers entered the event grounds during the open after seeing an ad with Registered Events Visits (REVs).

We complimented our prospecting efforts with added value site retargeting, effectively reinforcing our message and driving event visits at the end of the campaign. By cultivating event awareness and interest over the course of three months (from mid-April to mid-July) we were able to at the four-day event.