

Same Local Event. A New Strategy. Twice the Revenue

Objective: Drive ticket sales and maximize event revenue for a major airshow despite a significant price increase, using precision audience targeting and coordinated multi-channel digital activation.

\$1.6MM 

In Ticket Sales in 12 Weeks

120x

Return on Ad Spend



19%

More Tickets Sold



25K+

Tickets Sold



The Challenge

After a multi-year hiatus, a major airshow returned to market with ticket prices nearly double those of the previous event. Earlier media efforts had delivered baseline results but lacked the precise audience targeting and coordinated multi-channel strategy required to generate meaningful ticket volume at a substantially higher price point.

Success meant more than simply promoting the event. It required identifying the audiences most likely to purchase, reaching them at the right moments across multiple channels, and demonstrating that the experience justified the increased cost. Meeting that challenge demanded a fundamentally more strategic and performance-driven approach.

The PULSE Solution

PULSE built a precision audience strategy designed to identify and reach the highest-intent ticket buyers across a regional drive market, regardless of where they were.

- Custom and lookalike audiences modeled from prior attendees and email lists put the event in front of the people most likely to buy a ticket, not just the most people
- Geo-fenced travel destinations, resort areas, and nearby events to capture audiences already demonstrating travel intent and likely to make the trip
- Behavioral and interest-based targeting layered across aviation enthusiasts, military households, families, and patriotic event attendees
- Full-funnel activation across Meta, display prospecting, OLV, and display retargeting to maintain presence throughout the ticket purchase decision journey
- Retargeting structures built to re-engage high-intent visitors who had already shown purchase interest

Results

The same event. Nearly double the ticket price. More tickets sold and twice the revenue.

- Revenue doubled from the prior event, generating \$1.6M in ticket sales at a 120x return on ad spend.
- 19% more tickets sold despite a 50% price increase, demonstrating the campaign's ability to reach high-intent buyers willing to pay a premium.
- Nearly 25,000 tickets sold, supported by measurable engagement across display, online video, and Meta.
- Campaign CTR 16X the industry benchmark, signaling exceptionally strong audience engagement and intent.
- Coordinated engagement across Meta, display prospecting, retargeting, and online video moved audiences from initial awareness through purchase intent, demonstrating the impact of a connected, full-funnel strategy.

The Impact

Doubling revenue at a higher price point took more than traffic. It required precision. PULSE identified high-intent buyers, engaged them across multiple touchpoints, and moved them from awareness to purchase.

For an event returning after a multi-year hiatus with significantly higher prices, that precision turned a major challenge into a sold-out success.

\$1.6 million in revenue. 120x return on ad spend. That is not luck. That is what happens when the right audience strategy meets the right channels at the right moment.

Key Takeaways

Events with rising ticket prices do not need more reach. They need better targeting. Here is what drove the outcome.

- Custom and lookalike audiences modeled from prior attendees and email lists put the event in front of the people most likely to buy a ticket, not just the most people.
- Geo-fencing travel destinations and nearby events captured audiences already in a spending and travel mindset, not just local awareness.
- A full-funnel approach across Meta, display prospecting, OLV, and retargeting kept the event top of mind through every stage of the purchase decision.
- Campaigns generated a 120x return on ad spend, proving that precision media investment at the right moment compounds into real event revenue.

Ready to Get Started?

Contact Now

info@greenbergenterprises.com