

SeatGeek partners with Liftoff to run MoPub Native Ads, increases event ticket purchases by 12.7%

Challenge

In 2014, SeatGeek partnered with leading mobile app marketing platform Liftoff, to help acquire new user registrations and drive additional event ticket purchases.

The Solution

SeatGeek and Liftoff worked together to find new opportunities that would increase new user registrations and event ticket purchases within the SeatGeek app. Knowing that consumers spend more time in mobile apps, SeatGeek and Liftoff chose to reach these people through native ads in the MoPub Marketplace.

By leveraging the same creative assets used in other campaigns, such as images, headlines and ad copy, Liftoff was able to get the SeatGeek native ad campaign up and running quickly. Not only did the campaign achieve immediate results, but it was scalable as no custom work was needed in order to reach both iOS and Android users.

The Results

In just two months, over 8.5M additional impressions were delivered with native ads.

- Impression count increased by 9%
- Native ads delivered a click-thru rate of 0.5%
- Total installs increased by 13%
- Total event ticket purchases increased by 12.7%
- Creative testing decreased CPI by 54%

eCommerce brands like SeatGeek are increasing spend on this ad unit to extend their reach to a broader audience while driving additional mobile purchases. SeatGeek is continuing to run native campaigns, given their ability to deliver greater overall performance.



SeatGeek

SeatGeek is a ticket search engine that makes finding tickets to live entertainment a cinch, including sports, concerts and theatre tickets.

- **Founded in 2009**
- **Headquartered in New York, NY.**

“ Our campaign immediately hit the ground running to broaden our reach. We simply provided our creative assets and saw an immediate increase in registrations and ticket purchases. ”

Nick Adkins - Marketing Analyst, SeatGeek

“ MoPub Native Ads proved to be a great way to scale SeatGeek campaigns. Delivering quality performance and results through these kinds of well-matched partnerships is a win for everyone involved. ”

Dennis Mink - VP Marketing, Liftoff