

# FACTUAL AND MOGOARTS DRIVE 40% ROAS FOR 5TH AVENUE THEATRE IN SEATTLE

## CHALLENGE

5th Avenue Theatre wanted to capture travelers in the Seattle area, throughout the summer, to promote ticket sales. They partnered with their agency, MogoARTS, to think about ways to use Factual's location targeting to find qualified new audiences and increase ROAS.

## SOLUTION

- MogoARTS built out a fully customized mobile audience to capitalize on finding the people most likely to attend one of 5th Avenue Theatre's musical theatre performances.
- MogoARTS leveraged **Geopulse Proximity** to reach devices visiting Seattle attractions, like Pike's Place and the Space Needle, people traveling to Seattle, and Fans of Broadway musicals.

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## RESULTS

1

### ENGAGING PERFORMANCE

Factual segments represented 143k impressions served, generating a 0.28% CTR

2

### REACHING NEW AUDIENCES

Factual segments drove over 1,500 unique new sessions to the 5th Avenue Theatre website

3

### REAL WORLD IMPACT

Factual's geofencing solution was extremely efficient in achieving an increase in visits with Factual segments delivering 5th Avenue Theatre a 40% ROAS in ticket sales.

