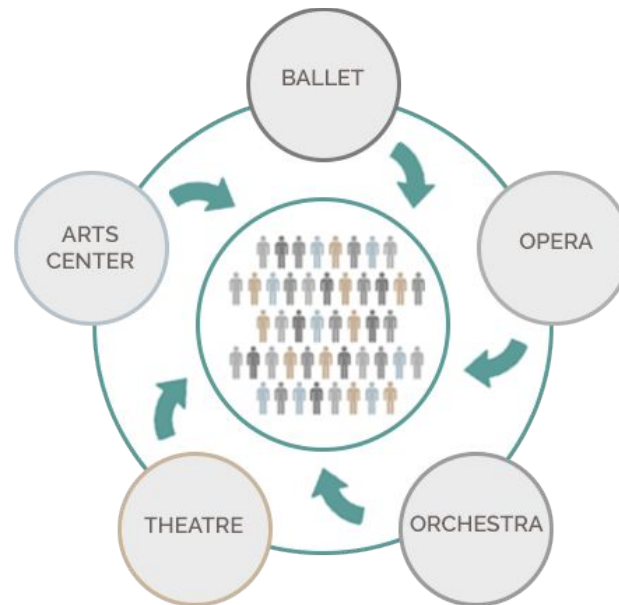# Audience Exchange Results 2017

Background

Arts and cultural organizations are inherently collaborative, joining together to support local advocacy groups, consortiums, and community databases. MogoARTS shares this collaborative approach. Serving over one billion targeted impressions per year, MogoARTS identifies the most successful strategies and tactics from thousands of campaigns, and leverages them to collectively benefit all of our 160+ client partners. We now have 100+ participating organizations in 25 markets across North America.

With MogoARTS' advanced technology and scale, we are in a unique position to leverage data to help these organizations collaborate in acquiring new audiences and increasing ticket sales.

How it Works

With MogoARTS Audience Exchange, like-minded arts organizations within a market collaborate by sharing aggregated online audiences. These audiences are in the form of anonymous cookies generated from site visitation. When these cookies are pooled, MogoARTS can target this aggregate audience as part of each organization's campaigns, driving messaging across display, social, mobile, native and video.

Privacy Compliance

There is no sharing of patron data. Participating organizations grant MogoARTS permission to leverage these aggregated audience pools for targeting within their campaigns. In optimized campaigns, if the Audience Exchange segment underperforms, it will be removed with the budget reinvested to other higher performing segments. If it outperforms the average, it will remain as a valuable campaign segment.

Audience Exchange Aggregate Scope

- 333 campaigns leveraging Audience Exchange

- 55.6 million impressions served

- $414k spent in Audience Exchange campaign segments

- 9,000 correlated transactions for $1.5 million in revenue

- 21% better cost-per-action than traditional prospecting

- 361% return-on-ad-spend (16% lift vs. traditional prospecting)

San Francisco Audience Exchange
20 participating organizations

- 115 campaigns leveraging Audience Exchange

- 24.6 million impressions served

- 3,857 correlated transactions for $687k in revenue

- 27% better cost-per-action than traditional prospecting

- 368% return-on-ad-spend (23% lift on ROAS vs traditional prospecting)

Chicago Audience Exchange
8 participating organizations

- 18 campaigns leveraging Audience Exchange

- 2.1 million impressions served

- 317 correlated transactions for $31.7k in revenue

- 59% better cost-per-action than traditional prospecting

- 195% return-on-ad-spend (48% lift on ROAS vs traditional prospecting)

Dallas Audience Exchange
5 participating organizations

- 28 campaigns leveraging Audience Exchange

- 2.9 million impressions served

- 994 correlated transactions for $195k in revenue

- 40% better cost-per-action than traditional prospecting

- 794% return-on-ad-spend (46% lift on ROAS vs traditional prospecting)

Houston Audience Exchange
5 participating organizations

- 30 campaigns leveraging Audience Exchange

- 6.3 million impressions

- 889 Transactions for $176k in revenue

- 24% better cost-per-action than traditional prospecting

- 395% Return-on-ad-spend (20% lift on ROAS vs traditional prospecting)

Denver Audience Exchange
5 participating organizations

- 37 campaigns leveraging Audience Exchange

- 4.3 million impressions served

- 1,263 correlated transactions for $191k in revenue

- 32% better cost-per-action than traditional prospecting

Conclusion

MogoARTS Audience Exchange has pioneered a new and innovative way for arts and cultural organizations to collaborate. MogoARTS' client partners across North America are embracing this collaborative approach to reach and engage new, demonstrated patrons of the arts - driving increased ticket sales more cost efficiently. Contact MogoARTS to join, or start an Audience Exchange in your area.