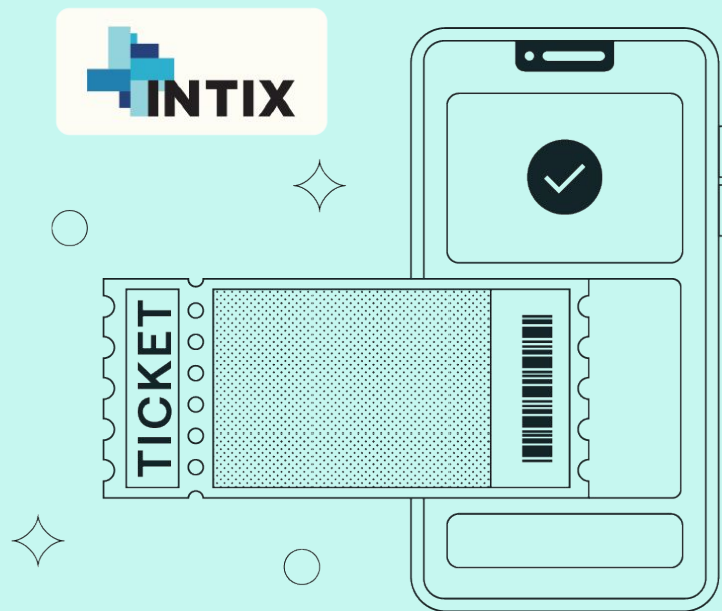


Increase Ticket Sales with AI-Driven Marketing Strategies





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Award winning advertising platform

Most Effective Use of Programmatic Media

Best Client Services Team

Best Use of Performance

Most Effective Programmatic Media Partnership

Digiday

Best Connected/Streaming TV Campaign

2024

GOLD: Most effective Use - Artificial Intelligence

BRONZE: Most effective Use - Artificial Intelligence

Excellence in Programmatic Advertising

Best Use of Technology for Cookieless Campaign

Online



Display | Video | Native

Mobile



Mobile Browser | In-app

Connected Devices



CTV | Audio

Buzzword Bingo



1

**\$25 Amazon
Gift Card**

2

**In-market
Audience
Insights**

quantcast.com/intix2025

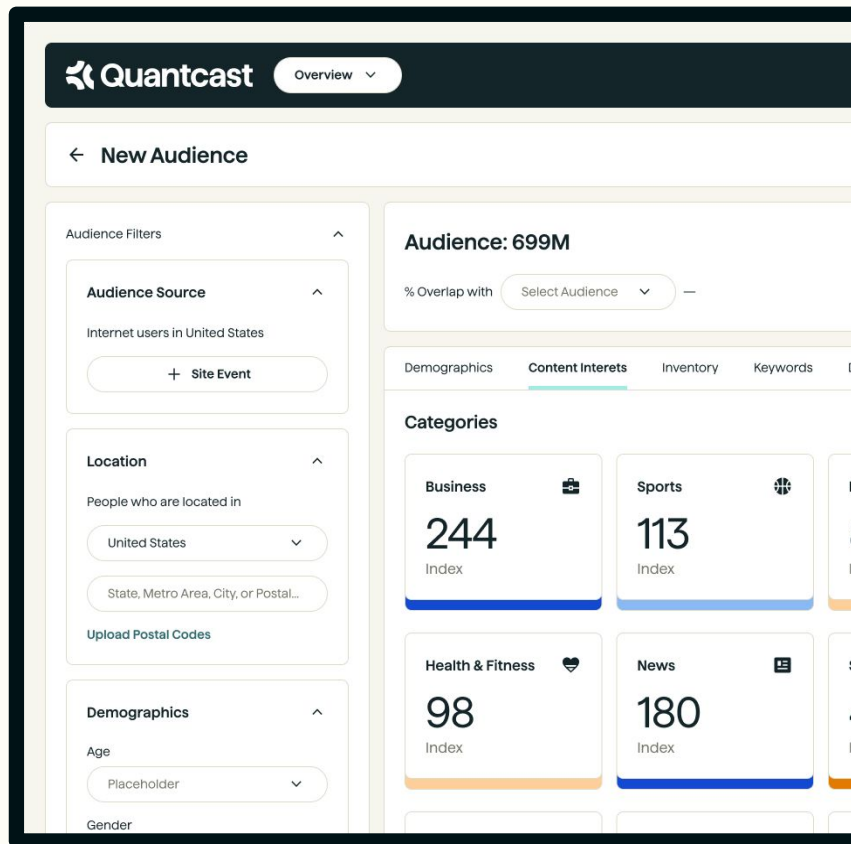


Revolutionize your ticket sales strategy by going beyond social media to achieve greater reach.

Unlock the full potential of your advertising efforts with rich buyer signals and a consumer-focused, multi-channel approach.

You'll learn how to:

- 01 New Age Audience:** Discover how to connect with broader audiences beyond social media by meeting consumers where they are – physically and mentally.
- 02 Engage Across Touchpoints:** Learn to design tailored, multi-channel campaigns that guide potential ticket buyers through every stage of their decision-making journey.
- 03 Build Your Own Audience:** Develop your own custom audience based on AI and real-time audience insights.



New Age Digital Audience

FOMO
Scarcity

Social Proof
Peer Pressure

Perceived
Value

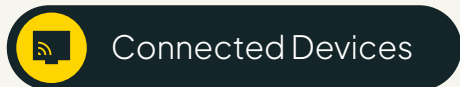
Personalized
Marketing

Power of
Exclusivity

Attention
Deficit

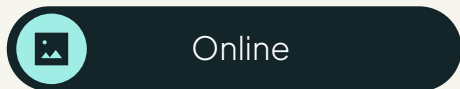
Omni-Channel
Customer
Journey





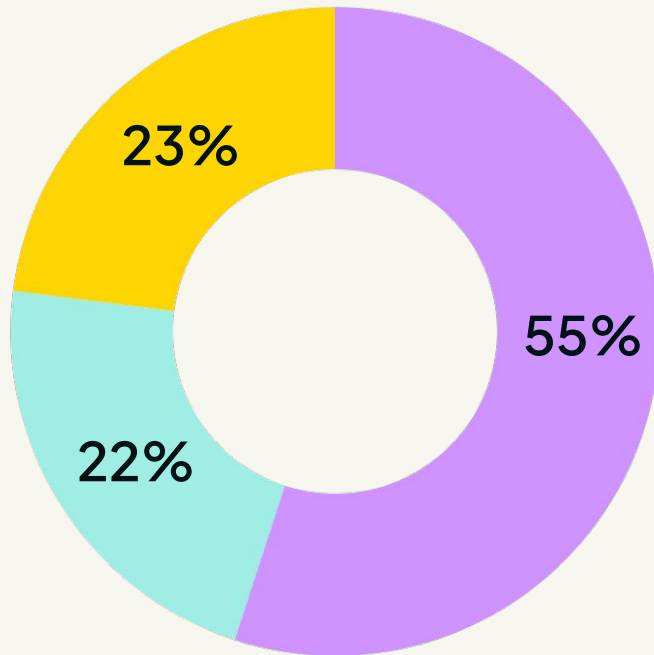
Connected Devices

CTV | Audio



Online

Display | Video | Native



Mobile

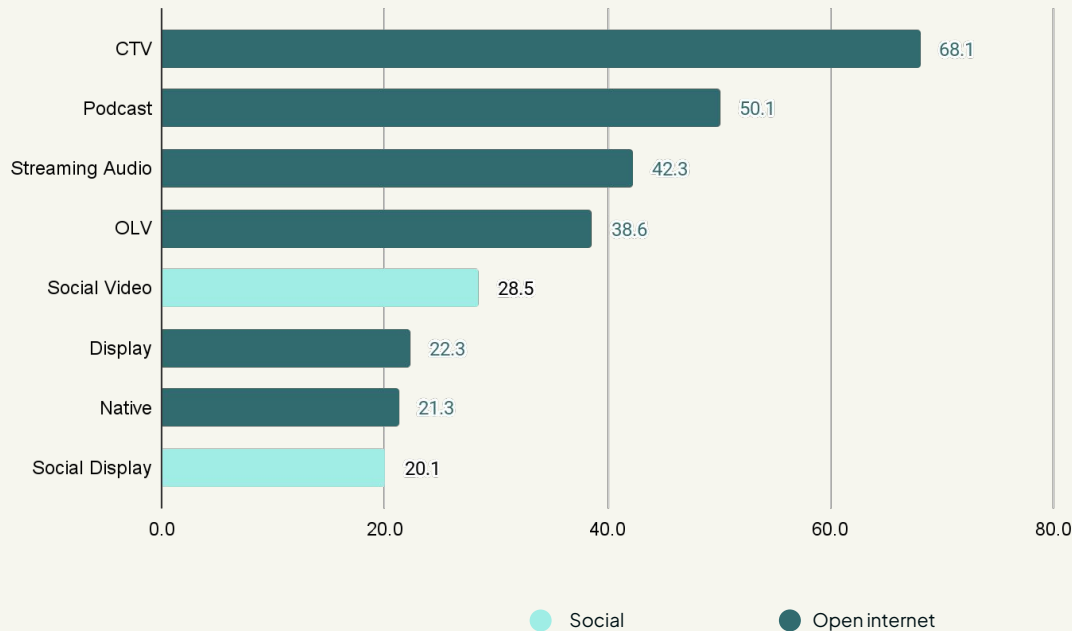
Mobile Browser | In-app

On Average a
Phone is Checked
144 Times Per Day



Not only is the open internet increasing in importance, but it is capturing more attention than social media

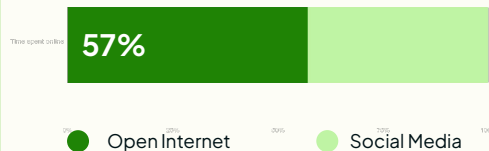
Average Attention Unit Score Per Channel



Meet your
consumers where
they are and where
they spend their
time

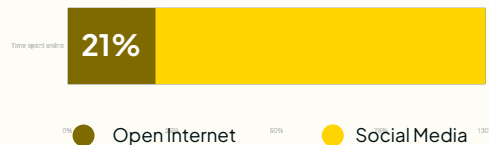
INTIX Finding your advantage

Time spent online



Social media

Advertiser money spent



Stagnation in spend

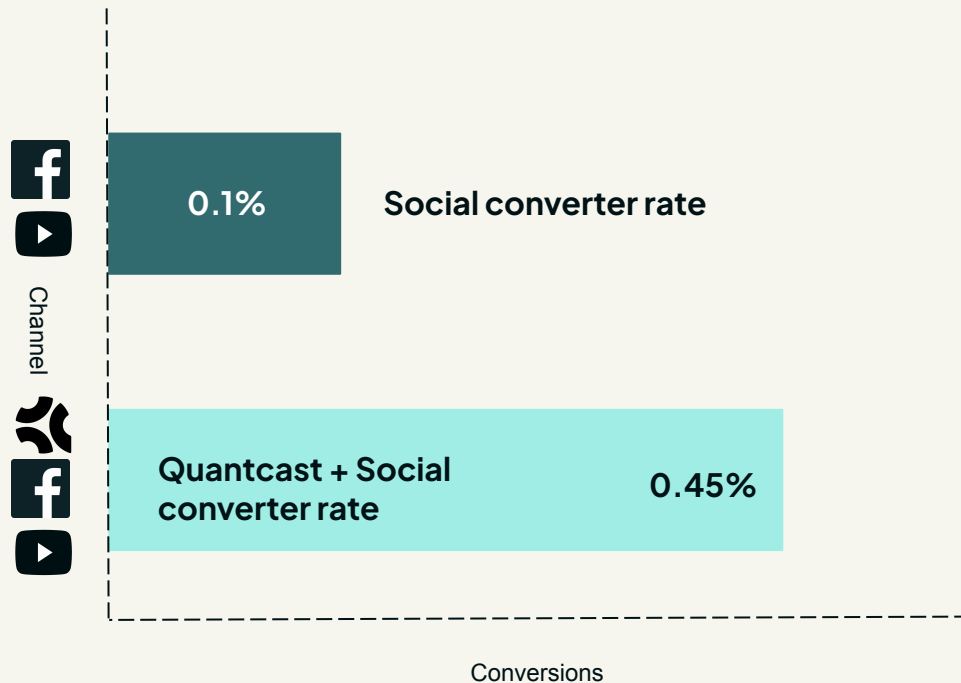
57%

win customers where
others aren't



Strategic Opportunity

INTIX Social + Open Web



c.80%
Uplift

In conversion rate, when Open Web runs
in conjunction with social media
channels



Keep up with your consumer's behavior



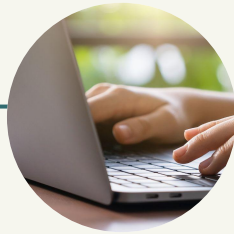
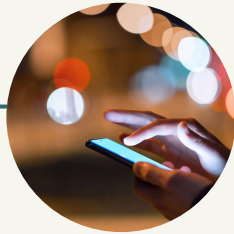
My Event Journey

My Event Journey

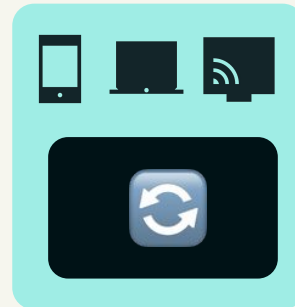
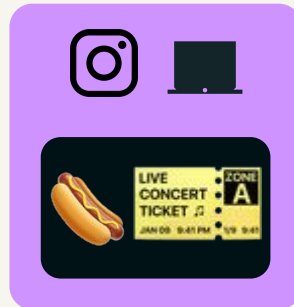
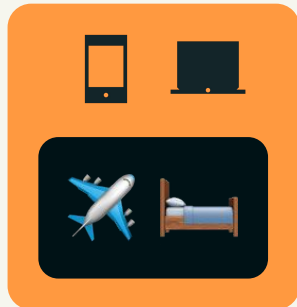


Savannah

My Event Journey



Savannah





Advertisers can use a number of signals



What does this look like?

Devices

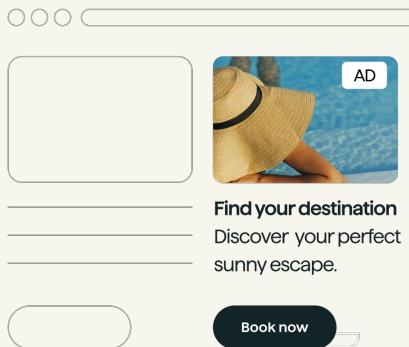


Formats

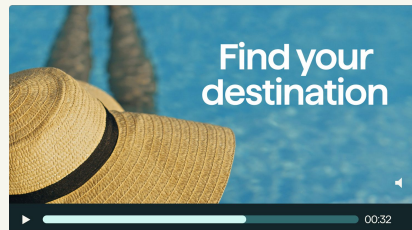
Display



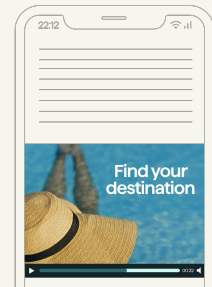
Native



CTV



Online Video



Upper Funnel

Reach

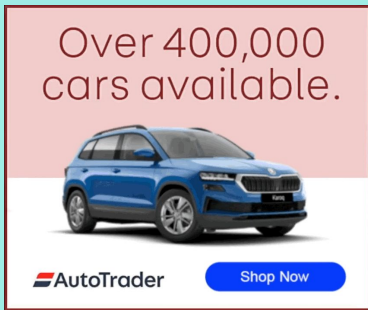
15% Consideration lift



Lower Funnel

Conversion

50% Conversion lift with the addition of video



[Read More](#)



Multi Channel Spotlight:

Minor League Baseball Team

Online Video
focused on driving
Reach

**Display &
Native**
focused on
driving
Conversions

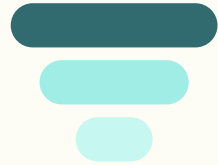
Online Video **AND** Display
or Native ad

858%

more likely to visit the site

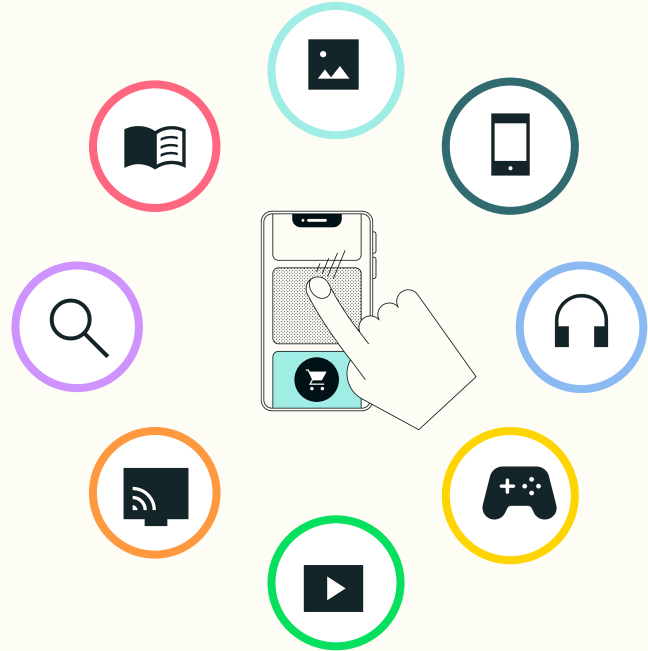
1,060%

more likely to convert than
people who were only exposed
to Display or Native ad



The Toolkit

Connecting
the dots





An effective advertising strategy meets your audience where they are



Across multiple devices

Laptop
Mobile
TV
Gaming console
Audio



Through their entire journey

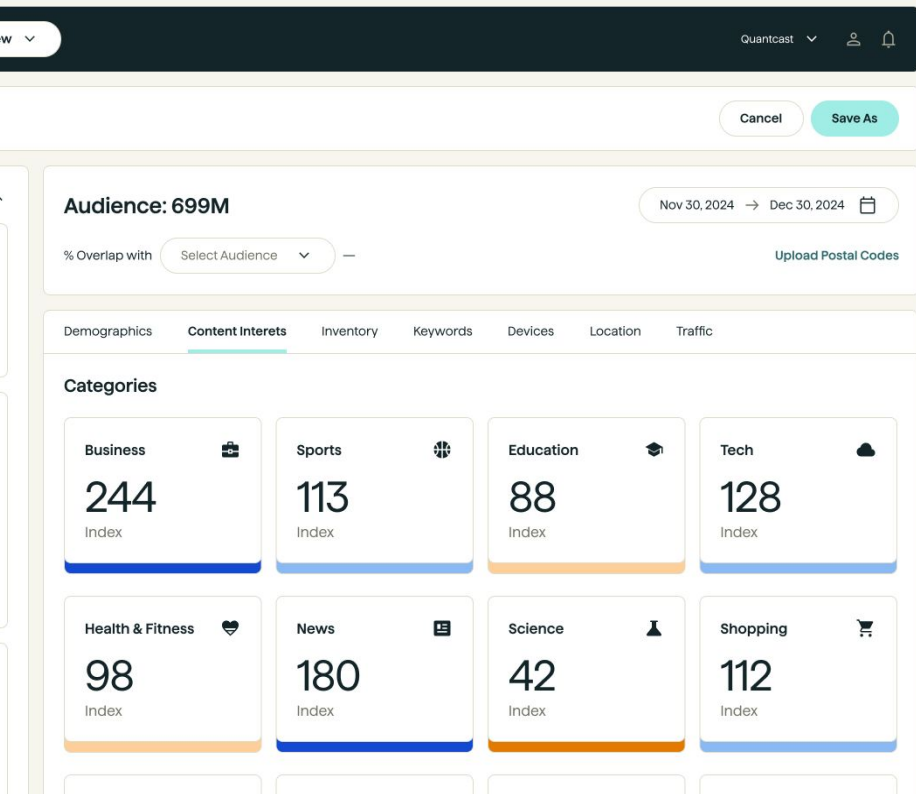
Awareness
Consideration
Action



In-campaign optimizations

Leverage AI and real-time audience insights to improve return on ad spend (ROAS).

Design a dynamic picture of your desired ticket buyers in real-time



Understand how audience behave

Consumers are always in-flux and their interest, and online behaviors change



Compare your audiences

Understand how your audiences compare to specific interest audiences so you improve creative messaging



Understand your competitors

Effectively plan conquering activity through an intricate understanding of your competitors audience

Demo Time!



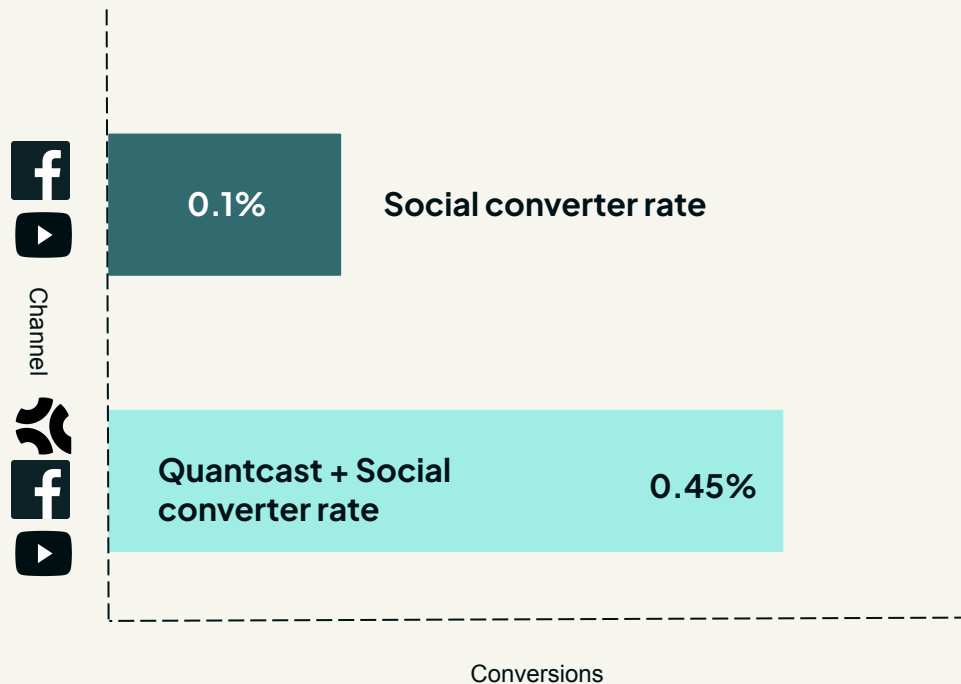
Follow along on
your laptop



quantcast.com/Intix2025



INTIX Social + Open Web



c.80%
Uplift

In conversion rate, when Open Web runs
in conjunction with social media
channels

San Antonio Spurs sell more tickets with slam-dunk marketing

Key Results

8.5X **5X**

ROAS, beating the campaign goal by 3X

More conversions than the site average

“Their insight into the entire internet audience drives great results for our digital campaigns.”

Jordan Mandelkorn
Marketing Manager, San Antonio Spurs



Q&A



Take it for a spin

Quantcast

