

Box Office Marketing Without TV Advertising

A movie studio wanted to drive ticket sales for a critically acclaimed film opening without advertising on TV. They turned to Conversant for digital's audience, scale and reach.

BY THE NUMBERS


4.31%

conversion rate

\$10.62

return on ad spend

204K+

measured ticket sales

4.8M

unique individuals messaged

Learn more


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CHALLENGE

After critical acclaim on the film festival circuit, a studio was prepping its well-received movie for a unique opening weekend. With a tight budget and a niche audience, the studio needed to ditch expensive TV advertising, a longtime staple for movie marketing campaigns, and shift to digital to increase scale and efficiency.

SOLUTION

Using person-level profiles, Conversant connected with verified movie-ticket buyers who would be interested in the film based on their past title-level ticket purchases and known preferences.

The campaign started 2.5 weeks prior to opening weekend and extended through week 2 (the full week after opening weekend) to increase ticket sales and take advantage of positive buzz. Measurement continued into week 3 to fully capture conversions and overall campaign impact.

RESULTS

The film had a **\$10 million opening weekend** with no TV advertising. It exceeded its film category benchmarks, with a **4.31% conversion rate** and \$10.60 ROAS. The week 2 extension doubled the number of transactions and revenue compared to opening weekend numbers and outpaced overall box office trends by 10%.

22.8M

impressions delivered

\$3.7M+

in measured revenue