



## Secret Cinema reveals the right audience for immersive experiences to drive ticket sales

**SECRET  
CINEMA**

**mfuse**

### Company Overview

Secret Cinema specializes in immersive cinema experiences.

“The time required to set up a campaign and optimize is very minimal. We are able to focus more on providing insights for our clients.”



**MATTHEW VALENTINE**  
DIGITAL ACCOUNT MANAGER, MFUSE

## CHALLENGE

Secret Cinema sells tickets for interactive experiences at a secret venue. They wanted to drive ticket sales for a *Stranger Things* event. To drive marketing innovation, their agency MFUSE wanted Quantcast to help them gain audience insights.

## RESULTS

Secret Cinema's performance improved by 20%, which was 46% better than their goal. Over the 31-day campaign duration, MFUSE only needed to spend 52 minutes in the Quantcast Platform, gaining time to understand Secret Cinema's audience better.

## SOLUTION

Through Quantcast's demographic insights, MFUSE determined that the £70k HHI audience was the best performing one. They activated an ad set to reach that segment.

## HIGHLIGHTS



**46%**

better than performance goal