



Anaheim Ducks drive ticket sales and score with agile ad campaign



Company Overview

The Anaheim Ducks are a professional ice hockey team in the western division of the National Hockey League.

“Due to the nature of a professional sports team, changes in our line of work happen often. The Quantcast team provided high-quality service throughout the season and demonstrated agility with quick execution of shifts in our campaign.”



G.M. CIALLELLA
DIGITAL MARKETING MANAGER, ANAHEIM DUCKS

CHALLENGE

The Anaheim Ducks needed help understanding which ads best influenced sales. Looking for a display partner to drive ticket sales for the 2016/17 season, the team struggled to find a partner that was both integrated with Ticketmaster purchase data and able to keep up with their ambitious game schedule. Quantcast was carefully selected as one of two partners to partake in a head-to-head preseason test, due to our reliable audience reach and validation solutions, existing partnership with Ticketmaster, and in-house creative team.

RESULTS

After outperforming in a head-to-test test during the preseason, Quantcast was selected as the primary display partner for the 2016/17 season. Quantcast met performance goals under strict multi-channel attribution parameters and exceeded expectations on the service side.

SOLUTION

Reaching and influencing new customers based on the behavioral patterns of current ticket holders, Quantcast leveraged its existing partnership with Ticketmaster to combine both online media consumption and purchase data to give the Ducks a bird's eye view of the customer journey.

Quantcast audience insights presented the Ducks with a unique opportunity to better understand the profile of their current fan base and reach new prospects most likely to purchase tickets above the team's average order value.

HIGHLIGHTS



3x

return on ad
spend

#1

ad partner