

LIVE NATION COMING TO A CITY NEAR YOU

PROMOTING CONCERT SERIES ACROSS THE US



OVERVIEW

Live Nation Entertainment is the world's leading live entertainment company comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship.

Live Nation selected [a•mo•bee] to execute highly geo-targeted mobile ad campaigns in an effort to drive ticket sales for upcoming summer concerts and raise awareness of location-specific shows for Beyonce, Justin Timberlake, Lil Wayne, Fleetwood Mac, John Mayer, New Kids On The Block, Made In America, Maroon 5, Mayhem Fest, Selena Gomez, Aerosmith, P!nk, and Prince.

more ▶

"In the fragmented music market, it is quite difficult to devise a unified advertising strategy. [a•mo•bee] understands how to target the right mobile users at the right time. In effect, the partnership has proven to be an invaluable marketing effort for Live Nation."

-Creighton Burke, VP of Mobile for Live Nation

70M+ Impressions **570K+** Clicks

EXECUTION

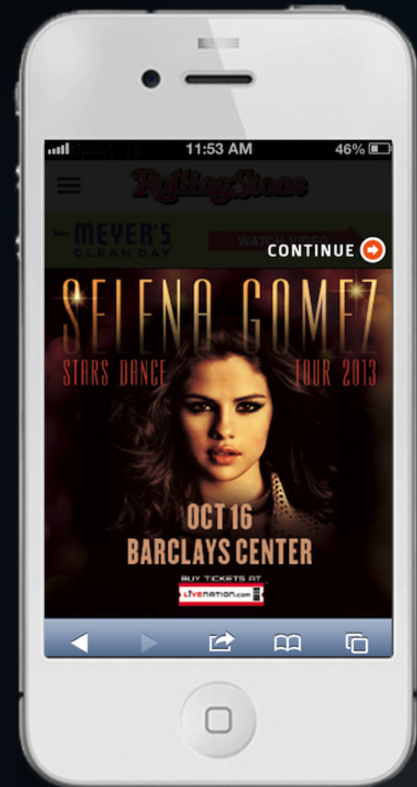
Using [a.mo.bee] PULSE mobile advertising technology, Live Nation promoted individual concerts through short “burst” campaigns across iOS and Android. To ensure that the promotional concert messaging reached the right users at the right time, [a.mo.bee] geo-targeted cities where the promoted concert series was scheduled to stop. For several of the larger concert series, Live Nation targeted 30+ geos using [a.mo.bee]’s geo-fencing capabilities.

GEO-TARGETING ADVERTISES FOR TOUR SCHEDULE, TICKET AVAILABILITY, AND IMAGE GALLERIES SPECIFIC TO USER LOCATION

CREATIVE

In order to engage mobile users, [a.mo.bee] strategized the creation of a variety of rich media units for each Live Nation concert series. The high-impact rich media units float up and down the user’s mobile webpage. Upon tap, the unit expands to showcase many interactive, in-ad capabilities specific to that user’s location: tour schedule, ticket availability, and image galleries.

MORE CASE STUDIES
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RESULTS

Overall, the mobile ad campaigns promoting Live Nation’s concert series performed extremely well. Live Nation garnered a whopping **70,322,890 impressions**, with over **570,350 clicks**. Several of the optimized rich media campaigns performed particularly well, with a **7.35% CTR** for the Justin Timberlake concert. Additionally, Live Nation saw a phenomenal CTR of **1.04%** for Maroon 5 and a CTR of **1.40%** for Selena Gomez (industry CTR is 0.85% for entertainment).

AT A GLANCE

REGION
United States

INDUSTRY
Entertainment

SERVICES
Rich media units
Advertising strategy
Geo-targeting
Analytics & reporting

