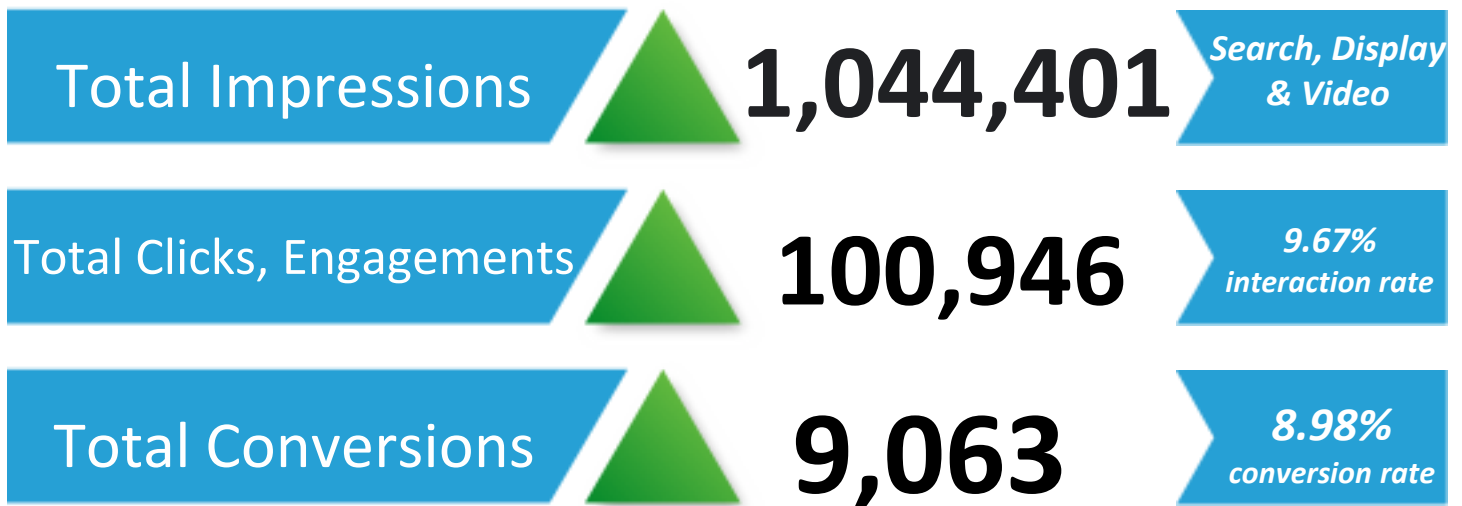
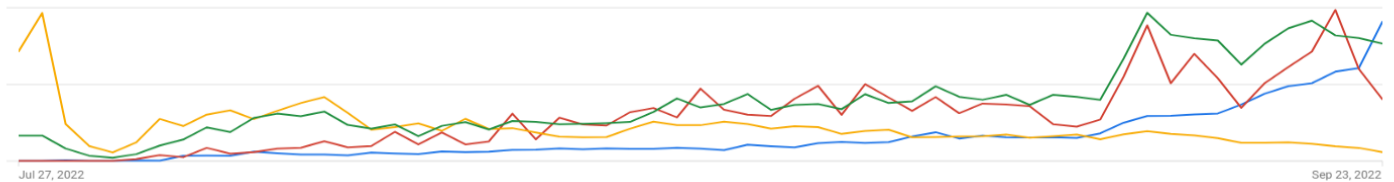


## Industry: Live Event



The Pikes Peak Airshow is a local community event in Colorado Springs. In order to increase awareness and ticket sales, we ran Search (branding), Video and Display ads from the end of July up until the event on September 24. Although we were not able to see exact purchased ticket sales due to tracking barriers, we measured over 9,000 users went through our ads and clicked on the “Buy Tickets” button which then led them to checkout. Our marketing was so successful that the event staff was overwhelmed with attendance and needed to bring in additional resources for the influx of traffic that they were not originally anticipating.

