

Case study



SeatGeek partners with Lifftoff to run MoPub Native Ads, increases event ticket purchase by 12.7%

Challenge

In 2014, SeatGeek partnered with leading mobile app marketing platform Lifftoff, to help acquire new user registrations and drive additional event ticket purchases.

Key Results

In just two months, over 8.5M additional impressions were delivered with native ads.

- Added 13 ad networks to the waterfall
- Supported high-value video interstitials from Vungle and Applifier
- Leveraged MoPub support for Chartboost to mediate their game-focused network with other partners
- Used network geo-targeting to segment the waterfall into 16 geo-based segments

Added new demand from real time bidding through MoPub marketplace

eCommerce brands like SeatGeek are increasing spend on this ad unite to extend their reach to a broader audience while driving mobile purchases. SeatGeek is continuing to run native campaigns, given their ability to deliver greater overall performance.

About Skout

- New York, NY
- SeatGeek is a ticket search engine that makes finding tickets to live entertainment a cinch, including sports, concerts and theatre tickets.

Solution

SeatGeek and Lifftoff worked together to find new opportunities that would increase new user registrations and event ticket purchases within the SeatGeek app. Knowing that consumers spend more time in mobile apps, SeatGeek and Lifftoff chose to reach these people through native ads in the MoPub Marketplace.

By leveraging the same creative assets used in other campaigns, such as images, headlines and ad copy, Lifftoff was able to get the SeatGeek native ad campaign up and running quickly. Not only did the campaign achieve immediate results, but it was scalable as no custom work was needed in order to reach both iOS and Android users.

“Our campaign immediately hit the ground running to broaden our reach. We simply provided our creative assets and saw an immediate increase in registrations and ticket purchases.”

-Nick Adkins, Marketing Analyst, SeatGeek

“MoPub Native Ads proved to be a great way to scale SeatGeek campaigns. Delivering quality performance and results through these kinds of well-matched partnerships is a win for everyone involved.”

-Dennis Mink, VP Marketing, Lifftoff

MoPub, a Twitter company, is the trusted, mobile-first monetization platform that powers a high-growth revenue strategy for mobile app publishers. MoPub's platform ensures publishers earn more revenue by combining powerful ad serving, flexible network mediation controls, rich ad formats, and access to the one of the largest sources of advertiser demand, MoPub Marketplace. MoPub Marketplace provides mobile publishers with unparalleled programmatic revenue and highly relevant ads by enabling buyers such as demand side platforms to reach a high quality audience on mobile apps through a powerful interface, strict supply quality measures, and a transparent bidding experience. MoPub's world class service and years of proven expertise benefit both publishers and DSPs with insights to grow their businesses and adapt to their changing needs.