

Digital Case Study: Revenue Tracking for Multiple Campaigns

High Museum of Art

Client & Challenge

High Museum of Art has run more than 30 campaigns with MNI, promoting fundraisers, exhibits, and events including family-friendly specials.

The main goal of each campaign was conversion (ticket sales) and tracking revenue attributed to each campaign.

Strategy & Solution

Using MNIx, our programmatic solution, families and likely museum visitors in Atlanta were identified and served targeted ads.

Campaign highlights

- Multiple tags on the client's site to track ticket sales and revenue, proving campaign attribution
- Various data partners, targeting tactics, and high-impact units were used.
- Insights into the target's media consumption habits lead to utilizing social media and OTT.
- Weather targeting was used to entice visitors to visit the museum during particularly hot or rainy days.
- Client learned that their larger budgets tended to see higher return on ad spend.

Campaign Success

High Museum of Art continues to see positive return on ad spend (ROAS) for each campaign, proving attribution for ticket sales and visits.

MNI
targeted
media

