

Case Study: Atlas & Live Nation

Madonna “Rebel Heart” Tour Campaign

THE CLIENT:

Live Nation, the world’s largest live entertainment company. Though Live Nation now uses Atlas to promote and analyze sales for all of its tours, the smash-hit 2015 Madonna “Rebel Heart” tour was the company’s first global, end-to-end campaign launch with us.

THE CHALLENGE:

More than four in five concertgoers now have a smartphone, and 93% use theirs to search for concert tickets. But two-thirds of concert attendees who open a Ticketmaster or Live Nation email on their smartphone still switch to a computer before making a purchase¹. Since cookies aren’t supported on mobile, can’t move across devices and often expire or churn, it’s been difficult in the past for Live Nation to accurately target mobile audiences — and measure the success of its mobile ad buys.

Not willing to risk potential sales for one of the most popular live performers of all time, the team at Live Nation enlisted Atlas’ people-based ad capabilities to promote Madonna’s tour and go “beyond the cookie.” Live Nation wanted to measure the effectiveness of its mobile advertising efforts on cross-device conversions and determine if its messages were reaching the core Madonna audience in the right place at the right time.

THE ANSWER:

A post-campaign analysis revealed that by using Atlas, **Live Nation was able to tie a whopping 66% increase in ticket purchases back to mobile² — attributable conversions that would’ve otherwise slipped through the cracks by measuring cookies alone.** Due to Atlas’ targeting and measurement capabilities, Live Nation was not only able to serve the right audience on the right device at the right time, they were able to accurately measure the end result to inform future campaigns as well.

One buy in particular yielded a fascinating anecdote: popular dating app Grindr — a 100%-mobile environment with no non-app components — ultimately finished as one of the campaign’s top-performing channels². If Live Nation had served Grindr ads using a standard third-party platform instead of Atlas, the final analysis would’ve reported zero tickets sold, and Live Nation would’ve had no way to gauge the success of this allocation.

Sources

1. Live Nation Mobile Behavioral Study (source provided by Live Nation)
2. Atlas Internal Data, Mar 2015

“As digital thought leaders in the live entertainment space, we jumped at the chance to be early adopters of Atlas and their people-based marketing approach. So far, we’ve seen incredible results.”

—Julia Heiser, SVP of Digital Media, Live Nation