

CASE STUDY

Driving Ticket Sales for a Regional Theme and Water Park

How Q1Media delivered a 469% return on ad spend for Holiday World.

Campaign Quick Facts

469%Return on
Advertising Spend**11M**Impressions
Booked**91.2%**Video Completion
Rate**3.7K**

Conversions



Here's What Our Client Has to Say

As an agency, we have worked with several partners over the years, but Q1Media has always been consistent with top results, quick turnarounds, and granular reporting. Most of all, when we place media buys with Q1, we trust that they will never "set it and forget it." They increase the performance of the campaigns by making suggestions throughout the campaign to help improve performance. The Holiday World & Splashin' Safari summer campaign ended with the best ROI of any previous year on record! Thank you, Q1 for being there to support us in our marketing campaigns.



About the Client

Holiday World & Splashin' Safari is a theme and water park located in Santa Claus, Indiana. The park features roller coasters, live entertainment, games, and attractions.

The Campaign Goal

Leverage Display and Video creative assets to drive website traffic and online ticket sales for the water and theme park during the summer season.



Strategy

Q1Media conducted pre-campaign research to gain insight into the client's target audience: families and female household decision-makers. Following the initial research, Q1Media built a strategic campaign to reach the client's desired customer in Indiana's major DMAs. With the client's website traffic and ticket sales goals as top priorities, Q1Media utilized CTV/OTT and pre-roll video tactics with targeting such as competitor, affinity locations, demographics, behaviors, and cross-platform display targeting to boost awareness and conversions.

Q1 provided a conversion pixel to track ticket sales, which the client placed on the ticket purchase page. Conversions counted when a user purchased a ticket or multiple tickets.

The campaign launched at the beginning of the summer season and ran for three months. Throughout the 90-day flight, Q1Media's in-house Account Operations team monitored and optimized the campaign by tactic, creative, and ad size to achieve full impression delivery and drive top ad performance.

Results + Success

During the three-month campaign, Q1Media delivered over **3,750 total conversions**, resulting in a **469% return on ad spend** for the client. As projected, the campaign indexed highly with females, and mobile/tablet devices were the preferred purchasing medium (**71.5% of conversions**). The most popular days of the week for purchases were Mondays and Tuesdays during the post-work hours (4 pm-midnight).