



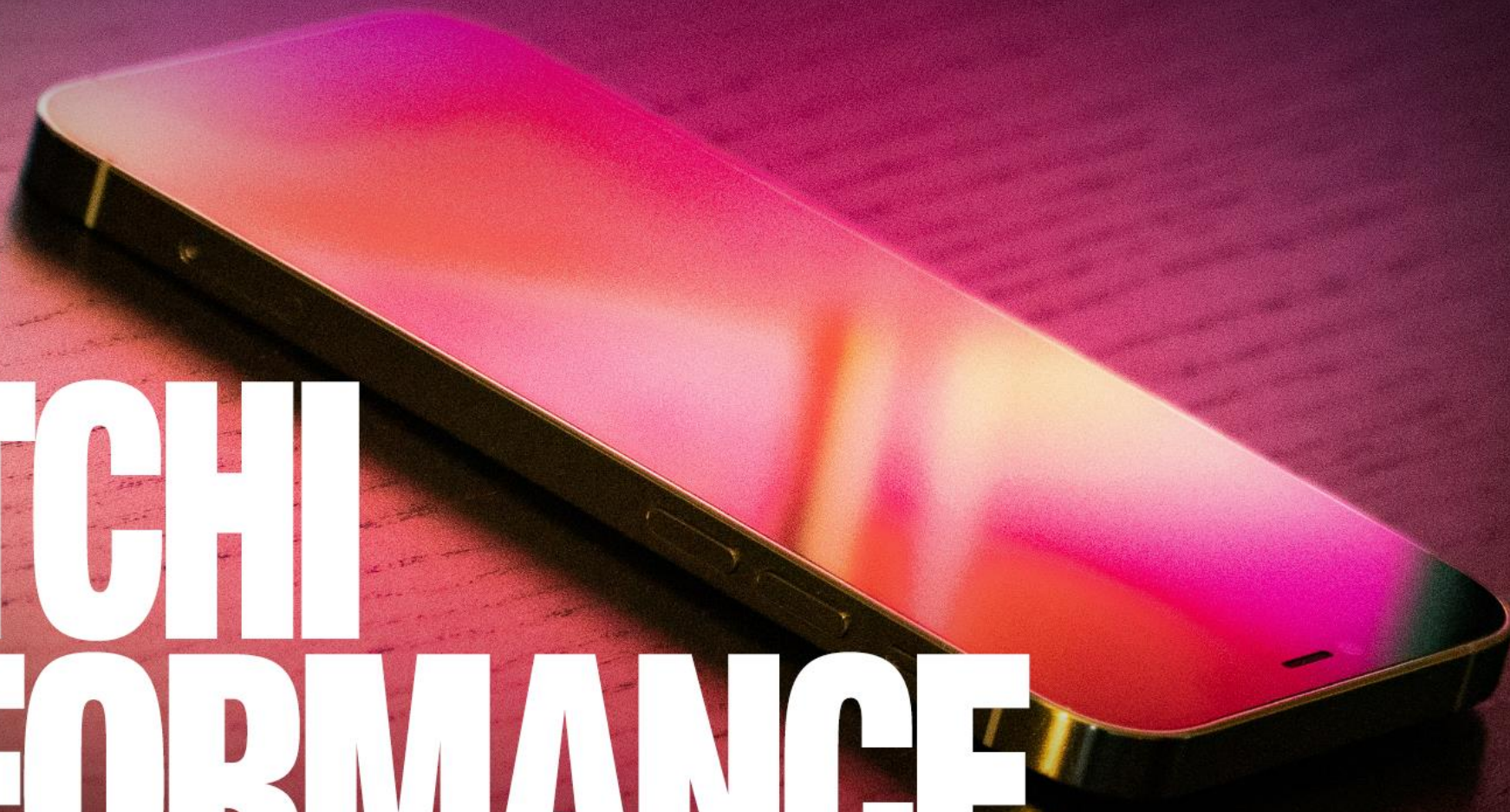
Matt Ferrel
Head of Marketing
TickPick

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MAU VEGAS FROM TAYLOR SWIFT TO FINDING NICHE AUDIENCES IN AUDIO

HOW TICKPICK REALIZED CHART BUSTING GROWTH OPPORTUNITIES

M&C SAATCHI PERFORMANCE



M&C
SAATCHI
PERFORMANCE

THE GROWTH MARKETING AGENCY

FOR DIGITALLY-DRIVEN BRANDS*

PAID
SEARCH ↗

PAID
SOCIAL ↗

PROGRAMMATIC
ADVERTISING ↗

APP
MARKETING ↗

APP STORE
OPTIMISATION ↗

AFFILIATE
MARKETING ↗

DATA, ANALYTICS
& TECH ↗

MARKET
INSIGHTS ↗

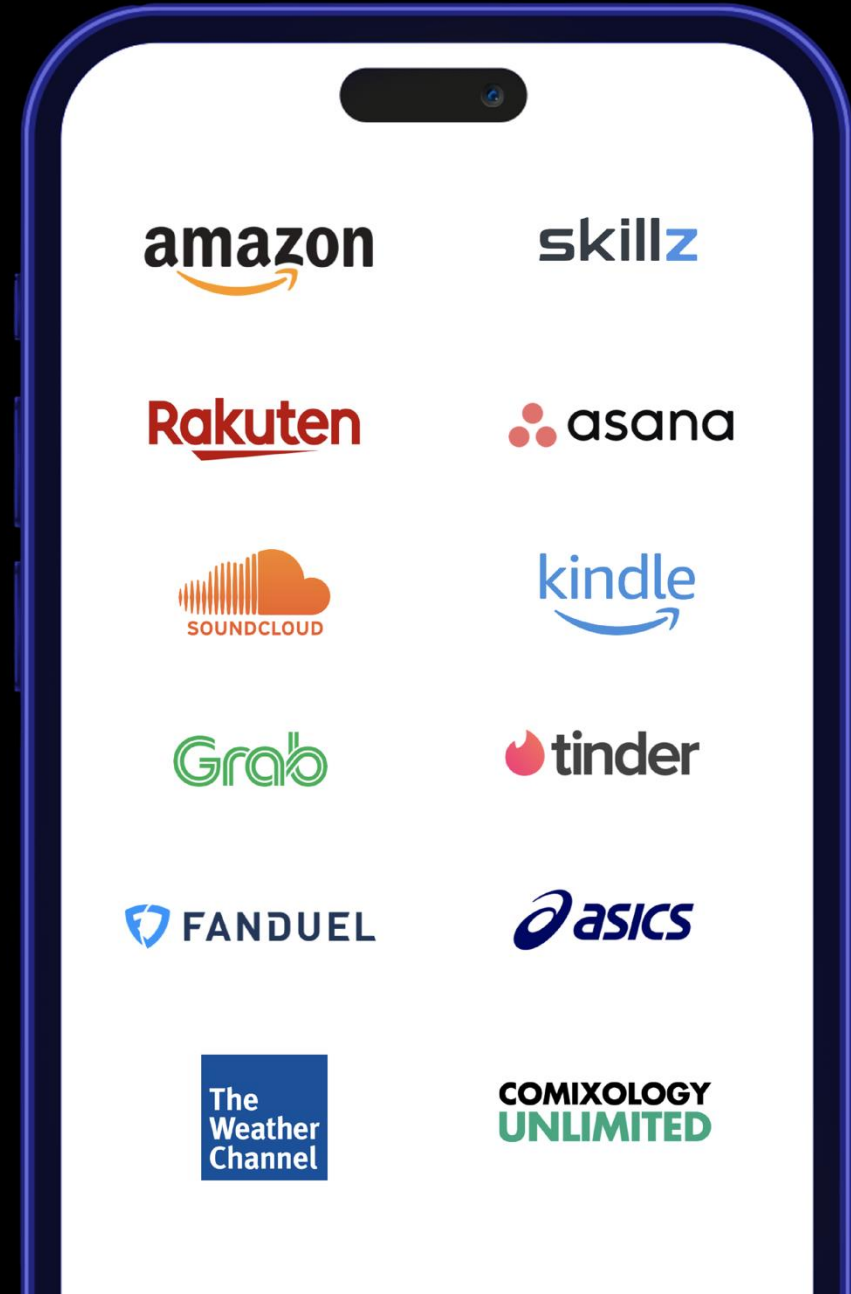
STREAMING
TV ↗

INFLUENCER
MARKETING ↗

COMMERCE
MEDIA ↗


PRODUCT LED
GROWTH ↗

* LIKE THESE
ONES.





M&C
SAATCHI
PERFORMANCE




 **TickPick**



No Hidden Fees.
More Savings.


 **BEST PRICE GUARANTEE**


 **BUYER TRUST GUARANTEE**






Best priced tickets for any event

 **\$100+ million savings** 
AND COUNTING


 Hi Chris,
Let's save you some money today.




 New York

My Feed • Sports • Concerts • Theater

See your seat view in 360 degrees





HOW CAN A **CHALLENGER BRAND** SUCCEED IN THE SECONDARY TICKETING MARKET?



HOW DID TICKPICK APPROACH SOME KEY EVENTS LAST YEAR AND ACHIEVE A **\$0.81 CPI** DURING TAYLOR SWIFT'S TOUR?



HOW TO USE AUDIO AS A CHANNEL FOR FINDING NEW NICHE AUDIENCES AND DETERMINE IF IT IS **INCREMENTAL**.







TAYLOR COMMUNITY

TICKETS (6)

\$22K

FLIGHTS (6)

\$3.6K

HOTELS (3)

\$4K

UBER (6)

\$1K

MERCH GC (6)

\$600

CREDIT DROPS

\$10K

ADVERTISING

\$40K

TOTAL

\$81.2K

INSTALL GOAL

100K

CPI

\$0.81



160 MILLION PEOPLE
IN THE U.S.A LISTENED
TO A PODCAST IN 2023

➤ **2 MILLION** ACTIVE PODCASTS

➤ FREQUENCY: **40% USAGE DAILY**

PERFORMANCE BY PODCAST

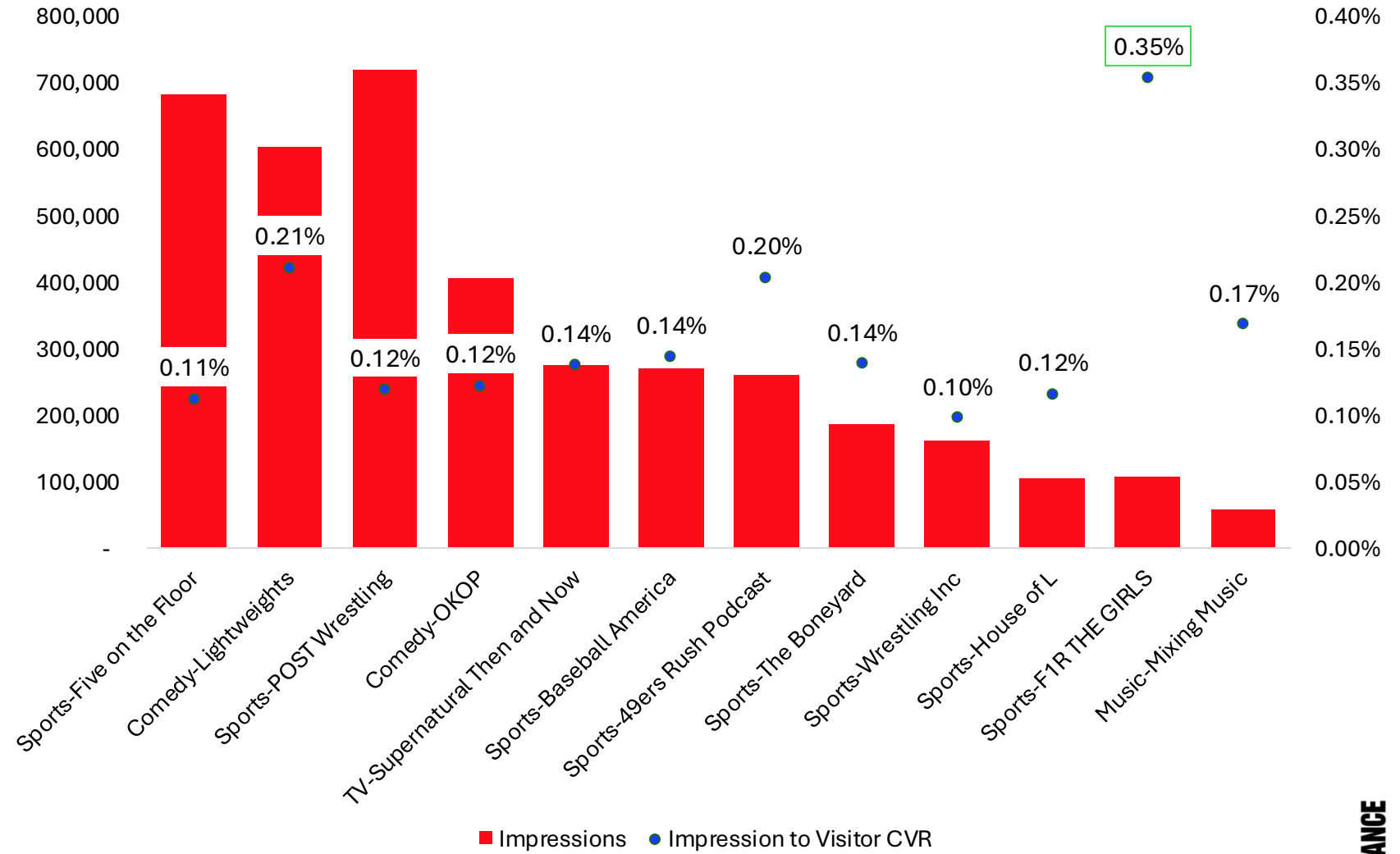


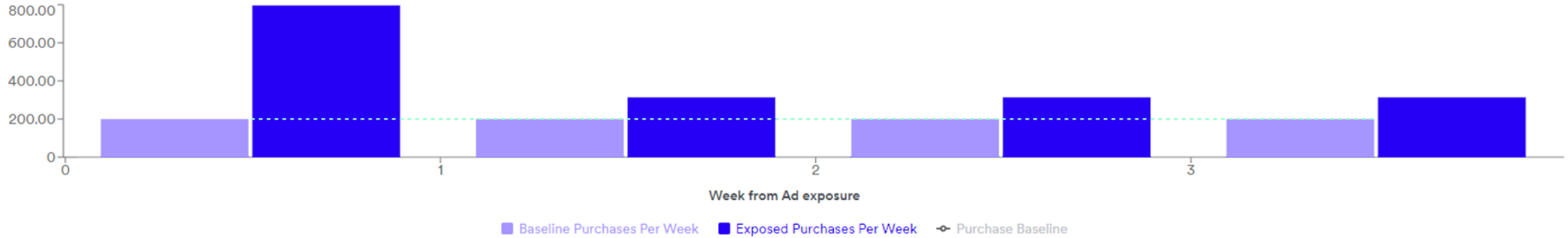
STATS F1R THE GIRLS

9K WEEKLY DOWNLOADS

89% FEMALE

57% AGED 23-34



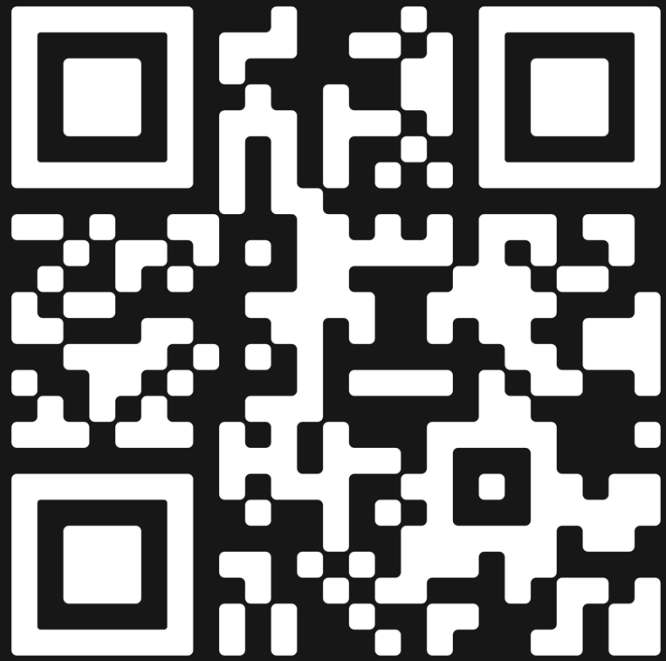


	Lift	Baseline	Exposed	Gain	Cost Per Unit
Views	44.36%	5,186	7,488	2,301	\$23.71
Purchases	117.74%	797	1,737	939	\$58.06
Leads	92.86%	244	470	226	\$240.64
Installs	125.32%	1,397	3,149	1,751	\$31.14

INCREMENTAL LIFT OF AUDIO

KEY INSIGHT:

Podcast ads showed a significant positive lift in Purchases and Installs. The effect was most prominent in the first week after ad exposure.



< ~~FREE TICKET TO THE TAYLOR SWIFT TOUR~~ AUDIT OF YOUR GROWTH PROGRAMS

THANK YOU

mcsaatchiperformance.com

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PERFORMANCE**