



Industry | Entertainment

NEW JERSEY DEVILS ATTRACT 20% MORE PREMIUM CLIENTELE WITH FOCUSED TARGETING STRATEGY

Objective

- Connect with prospective buyers of premium tickets, experiences, and suites by increasing form fills.
- Evolve media-buying strategy and execution using ad tech for more precise, data-driven targeting.

Challenge

- Drive awareness and form fills among high-affinity, high-intent individuals likely to engage with premium offerings at Prudential Center, including VIP suites and exclusive event experiences.

Strategy

Awareness

Target affluent, entertainment-focused audiences using Hyper Display, Facebook, and Instagram to position Prudential Center’s premium offerings in front of those most likely to convert.

Consideration

Deepen engagement with Custom App Affinity audiences such as StubHub, SeatGeek, and Office Pools, and leverage Facebook and Instagram to reach users actively interested in premium events and experiences.

Conversion

Activate bottom-of-funnel strategies through SA360 search ads and DV360 retargeting:

- Bidding on both branded and non-branded keywords to capture demand from those actively searching for premium entertainment.
- Website retargeting increased conversion rates by 25%, re-engaging visitors who previously interacted but hadn’t completed a form fill.

Advanced Targeting

Utilize RainBarrel custom audiences built from devices seen at high-affinity venues (e.g., Madison Square Garden, Barclays Center, private airstrips, and country clubs). Layer Amplify’s Home Location filters to amplify household exposure.

Results

+20%
INCREASE IN PREMIUM
TICKET FORM FILLS

2,500+
YOY INCREASE IN AVERAGE
ATTENDANCE ('21-'22 TO '22-'23)

INCREASED
FIRST-PARTY DATA
FOR OPTIMIZED MEDIA

IMPROVED ENGAGEMENT
FOR NEW PRODUCT RELEASES

READY TO ROCK YOUR NEXT CAMPAIGN? BOOK A CALL WITH OUR TEAM

BOOK NOW

KNOW DIGITAL,
LOVE ADVERTISING



P. 1.888.470.6559
W. LoKnow.com
E. info@loknow.com

