UofD Mercy Theater Analytics Report

February 12, 2018
▪ Increase ticket sales and site traffic YOY
OVERVIEW

- Increase users by 397 YoY up 863%
- New users have increased by 363 YoY up 981%
WITTENBURG vs. AMERICAN PRIVILEGE

- Increase users by 325 up 275.42%
- New users have increased by 307 up 330%
- Note: Wittenburg had a longer run – tickets were on sale 9.28 – 10.14
- American Privilege media began running on 1.31-2.3
### TRAFFIC SOURCE YOY

A360 Paid Social efforts directly attribute to **30%** of overall site sessions

- Direct sessions have increased **by 375%** when compared to the same time period of Wittenburg which had no media running
- Paid Search timeframe is too short to have had enough of an impact

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Direct</td>
<td>375.86%</td>
<td>275.42%</td>
</tr>
<tr>
<td>2</td>
<td>Social</td>
<td>308.82%</td>
<td>330.11%</td>
</tr>
<tr>
<td>3</td>
<td>Referral</td>
<td>17.86%</td>
<td></td>
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<tr>
<td>4</td>
<td>Organic Search</td>
<td>100.00%</td>
<td></td>
</tr>
</tbody>
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- Increase of AMERICAN PRIVILEGE vs. WITTENBURG of over 130%
- Date Range 9.30-10.9 vs. 1.31-2.3
▪ For the next campaign we recommend either starting a month in advance to allow time for the campaign optimize or running just social and display

▪ Moving forward if we could plan in advance to have approval 1-2 weeks before tickets go on sale that would be ideal

▪ A360 recommends tickets go on sale at a minimum 2 weeks in advance, we can run the campaign at the same budget and make a bigger impact