screechy cat media

CASE STUDY: EVENT MARKETING

An event management client in California

Revenue per available ticket increased by 22% with a 112% increase in revenue per order.

+112%	+22%	-17 %
Revenue per Order **All Channels** **2025 vs. 2024**	**Rev per Avail Ticket** **All Channels** **2025 vs. 2024**	**Cost per Order** **All Channels** **2025 vs. 2024**

The Problem

Ticket sales have increased only slightly for our client post-COVID, but the average costs associated with selling tickets have risen since 2023, decreasing net profit.

What We Found—And Did

First-party audiences were not being utilized. We set our client up with Brevo's CRM, created marketing automation workflows for previous attendees & cart abandonment, and developed retargeting & lookalike ad campaigns to convert more new attendees.

Results

- Cost per ticket decreased by 52%.
- Email contributed to nearly 30% of revenue, up from 4%.
- Average basket size improved from 1.9 to 3.3.
- New contacts increased by more than 48%.

What This Means for You

- Increased revenue per order.
- Lower costs per ticket.
- More new contacts.
- Streamlined marketing operations.
- More effective advertising.

Methodology:

Third-party advertising tracking pixels in conjunction with client's booking engine. Email in both years was measured via UTM parameters in Google Analytics, data-driven attribution model. New contacts cannot all be assumed to be first-time attendees. Cost per Order & per Ticket includes platform & agency fees.

Book a 15 Minute Consultation:

https://meet.brevo.com/screechycatmedia/15

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