Real-time sales data drives new growth for New Zealand Cricket

THE RESULTS

63%
lower cost per aquisition

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3.3x
increase in ticket sales

NEW ZEALAND CRICKET NAVIGATES A DYNAMIC SEASON

New Zealand Cricket (NZC) wanted to increase online ticket sales for their events, only this time at a lower cost per acquisition (CPA) than in their previous ticket marketing campaigns. Demand for tickets changes often across the various regions where different events are held, so they needed a way to meet their audience in the right environment at the right time to heighten chances of triggering a sale. When tasked with this objective, the OMD team began work on designing a unique, advanced programmatic solution.

HOW TO HIT A MOVING TARGET

Since cricket matches change locations and their budgets shift every year, OMD needed a way to gather data in real-time. They also needed the ability to make changes mid-flight to increase ROI. So, OMD partnered with The Trade Desk to build a custom algorithm using inputs from Ticketek, a third-party ticket sales provider API, to understand purchase activity at the event and region level. They used that real-time sales data to train the algorithm to generate bid prices based on real-time demand data. Using The Trade Desk's API and multi-dimensional bidding capabilities, they were able to automatically adjust bids for 23 events in 16 regions every 8 hours, prioritizing spending in the regions with the greatest sales opportunity.

IT ALL COMES TOGETHER

OMD's proprietary algorithm successfully used real-time sales data from an external source to influence and automate bid price optimizations. The algorithm was able to account for fluctuations in demand and make adjustments automatically to find efficiencies and improve performance. Yes, this led to a lower CPA; but more importantly, it increased ticket sales for New Zealand Cricket.

- 63 percent lower CPA by end of 2018/2019 season
- 3.3x increase in ticket sales for 2018/2019

LOOKING FORWARD TO NEXT SEASON

As a result of this strong performance, OMD and NZC deployed the same strategy the following year for the 2019/2020 season, with even better results:

- Lowered CPA by an additional 20 percent year over year
- Improved click-through rate (CTR) and lowered cost per click (CPC) by an additional 40 percent year over year
- Reduced CPM by 25 percent to reach a more aggressive target

> The International Cricket Season is a key focus for NZC across the summer period, so we needed to align our programmatic investments with real-time customer purchase and demand patterns. This campaign is a perfect example of real-time data-driven advertising, as we optimized our paid media efforts based on customer purchase and demand patterns across all cricket formats and regions in New Zealand.
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> *– Stacey Geraghty,*
> *Head of Marketing & Communications*
> *at New Zealand Cricket*

> By accessing real-time sales data and activating our custom algorithm using The Trade Desk APIs, we were able to introduce external signals that pushed our bidding strategy into places we had never reached before, delivering better decisions faster for NZC. This customised solution is now at the forefront of our programmatic data & bidding strategy for NZC, and we're excited to explore the use of custom algorithms to give our clients an 'unfair advantage' in the marketplace.
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> *- Azriel Chan,*
> *Technology Director at OMD*