

CASE STUDY

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HOW SOCIAL MEDIA WEEK INCREASED THEIR YEAR OVER YEAR REVENUE BY 30% WITH SIMON DATA

Unable to run sophisticated and targeted marketing campaigns due to extremely manual processes, the Social Media Week team turned to Simon Data to help achieve both their marketing and sales goals.

A photograph of a man, Toby Daniels, speaking at a podium during a Social Media Week event. The podium has a sign that says "SOCIAL MEDIA WEEK LONDON". Behind him is a large screen displaying the words "SOCIAL MEDIA WEEK" in large, bold, yellow letters. The audience is visible in the foreground, seated in red chairs.

"The Simon guys are great – smart, thoughtful, and always available to help when anyone on my team needs it. They've gone above and beyond what I expected going into it."

Toby Daniels
Chief Executive Officer

**SOCIAL
MEDIA
WEEK**

THE SOCIAL MEDIA WEEK STORY

Social Media Week is a leading news platform and worldwide conference series that curates and shares the best ideas, innovations and insights into how social media and technology are changing business, society and culture around the world. With over 70,000 in-person attendees, SMW hosts conferences on six continents, including Europe, North America, South America, Africa, Australia and Asia.

THE NEED FOR SIMON

Before working with Simon, Social Media Week relied on arduous manual processes to extract and load customers into Mailchimp and Facebook for marketing. Campaign result tracking was also completely manual and extremely time-consuming. Ticket sales had been historically good, but the team was looking to really blow things out for SMWNYC 2016, increasing ticket prices substantially and reframing the conference based on attendee feedback. The SMW team sought to fully modernize their marketing approach and automate where possible, saving time, improving top-line revenue, and increasing attendee engagement.

ENGAGEMENT GOALS

Working together, Simon and Social Media Week identified five major objectives:

- Unifying SMW's data sources (e.g. home-grown ticketing engine, Google Analytics) for more powerful segmentation
- Determining discount / price sensitivity at different pre-event windows
- Optimizing pricing windows based on segment/timing/channel
- Driving meaningful ticket sales via Facebook (a historically underperforming channel)
- Providing the time-strapped marketing team with single-click

SIMON IN ACTION

CONNECTING DISPARATE DATA

The primary challenge here was one that a lot of ticketing companies face – a good amount of historical data was in Eventbrite, and newer data was being stored in a custom event platform built by the SMW engineering team.

Following an initial discovery process, Simon's engineering team handled all aspects of integrating Social Media Week's customer data into the Simon platform.



INDUSTRY
MARKETING & ADVERTISING



LOCATION
NEW YORK, NY



SIZE
200K MONTHLY SUBSCRIBERS

BY THE NUMBERS

After integrating with Simon, SMW saw a **30% lift in year over year revenue** for Social Media Week NYC

Simon saved the SMW team **40+ hours per month**

SIMON IN ACTION

DRIVING MULTI-CHANNEL SEGMENTATION

With Social Media Week's full historical data in place, the team began building customer segments using the Simon platform. Key customer segments included past pass-holders separated by geography, comped or VIP ticket holders, as well as a variety of additional demographic factors (e.g. company size, title, etc.).

These segments were loaded into Mailchimp and Facebook, powering ongoing marketing efforts through the four months prior to SMWNYC2016. Segments were automatically maintained and refreshed on a regular basis, ensuring that newly-converted pass holders weren't marketed to inappropriately.

CREATING INCREMENTAL REVENUE

Quickly, the Social Media Week team began to see great results by showing targeted ads and emails to custom audiences built using Simon. Within a few weeks, the team had driven tens of thousands of dollars in incremental ticket sales just by marketing to these groups.

Empowered by simple UI and reporting, the team became more targeted and creative in building campaigns. As price points increased, ticket sales didn't fall off – and the team hit all sales goals.

THE RESULTS

Once blocked my strenuous and time-consuming, manual processes throughout their marketing strategy, the Social Media Week team was able to not only increase their email open rate by 11%, but also save over 40 hours of work each month after partnering with Simon Data, bringing success to all functions within the organization.

BY THE NUMBERS

After partnering with Simon Data, SMW saw an **11% lift in email open rate**

“Within two weeks, the Simon team had ingested all of our historical customer data, cleaned it, and made it easily accessible for our marketing folks. This integration of data alone was incredibly valuable for us.”

Toby Daniels,
Chief Executive Officer