



# **Ticket marketplace earns National exposure and average monthly ROI in excess of 350%**

**Location:** Chicago, IL

**Market:** B2B / B2C

**Industry:** Ecommerce Ticket Resale

## **Challenge:**

Some industries – such as the secondary ticket marketplace – are dominated by one or two big names and standing out can be a challenge. The chief executive of one secondary ticket seller had become frustrated. While the big names in the industry charged 10 to 25 percent buyer fees for ticket resales, his company offered zero added fees and charges.

But his experience with other PR firms did not amplify that message – that there are other options in the industry for sports and entertainment fans. Other agencies didn't deliver consistent results and the quality results that their PowerPoint presentations promised.

## **Solution:**

He was ready to give public relations one final shot. He thought the aggressive IDPR approach sounded different and he was impressed by the agency's Interviewed™ technology that identified media trends at their earliest stages.

The Interdependence team put together a two-part campaign: One aspect was to earn the executive national exposure that would raise his profile. The other, naturally, was to promote his company and provide fans with a cheaper ticket-buying option.

**Results:**

The executive was quickly featured in USA Today, Forbes, ESPN, Money magazine, CBS Sports, NBC News and Yahoo! Finance. During the campaign, IDPR delivered an average monthly ROI in excess of 350 percent, generating over 300 million media impressions.

The campaign earned the executive several speaking engagements, drove website traffic up by 12 percent and the company's search engine rankings were also boosted.

IDPR's campaign certainly was something that the executive, his company, and fans worldwide, could cheer about.