

Programmatic showcase

Tracking traffic, trends and audiences with real-time reporting

Campaign objective

- Encourage visitors to visit the Moco Museum on days where ticket sales were low to maintain more consistent ticket-selling numbers throughout the week

The Moco Museum in Amsterdam is fairly new, meaning there is heavy competition between the site and the other 'Big 3' well-known museums in the same district.

By building a custom trigger API with Sage + Archer showing live visitor data, the client was able to push out exclusive visitor offers to potential customers in the area.



Target audience

- Tourists in Amsterdam, likely visiting the Big 3 museums



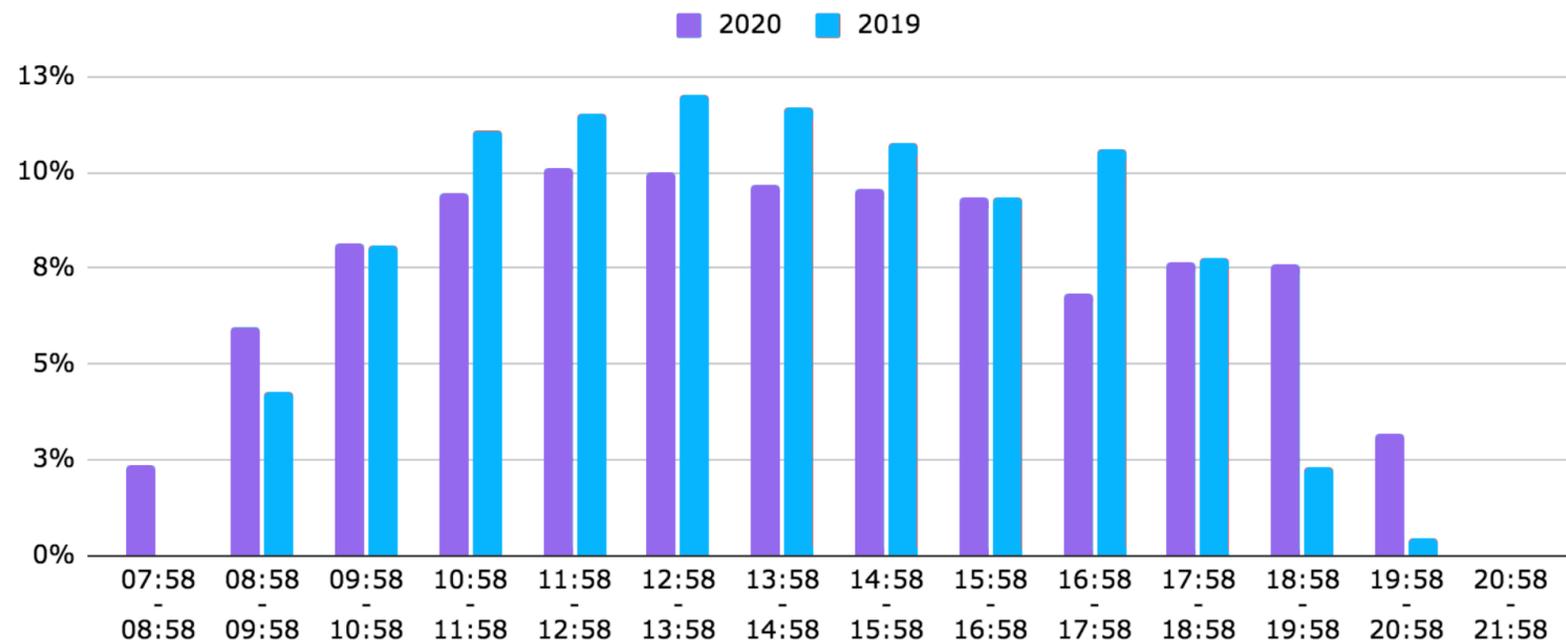
Inventory

- Street furniture around the museum district in Amsterdam
- Mobile



Campaign results

Visitors per hour during the campaign period vs. 2019



The dynamic approach of running the campaign only when triggered by data resulted in the Moco Museum reducing their media spend by **59%** while producing the same results!