



Tracking Online Ads to In-Person Purchases

Challenge

The James Museum of Wildlife & Western Art collaborated with McKay Advertising + Activation to solve the challenge of how to track offline transactions and consumer behavior driven from online advertisement. Consumers were interacting with online advertisements but not actually purchasing the tickets online; instead they were buying tickets at the door.

Solution

Step 1: Get to the numbers

Based on historical data from the museum we pulled tangible metrics of what the actual revenue generated per ticket sale would be.

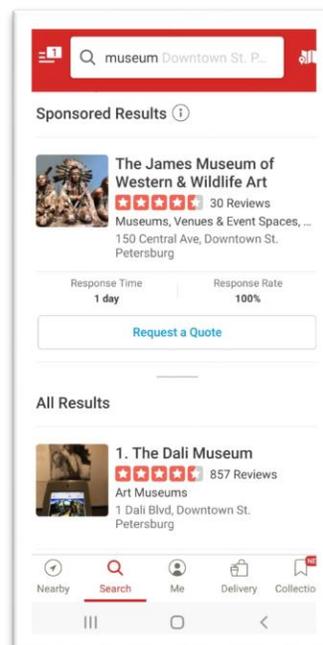
- Avg ticket price per guest: \$14
- Average party size: 2.26 guests
- Concession spend: \$6/guest

Step 2: Pick the most applicable partners

Our solution for the challenge was to utilize: Yelp, Google & Waze advertising.

Yelp

Utilizing Yelp advertising we accessed a localized audience with short-term needs who are within 10 miles of the museum. Since the Yelp app required users to have their mobile location services turned on these users are high intent audiences that are interested in doing things nearby and in Tampa/St. Petersburg.



A search for “museums” will yield a Sponsored Result (*see left*) at the top of the page, which will direct users to read top reviews and then request directions to the museum itself.

Once someone interacts with the ad and then physically walks into the James Museum within 7 days, we track that interaction, mark as a conversion and attribute revenue.

Google

Obtain the Data

Connecting The James Museum's Google My Business Account to our Google Ads account is the first step in obtaining valid first-party data. We were able to meet the requirements of 1000 data points required to begin tracking in-store visits for our campaigns.

Google Search + Display

As a prospecting strategy, our goal was to drive new prospects to The James Museum website by targeting individuals who are searching for "things to do in St Pete", "Museum's near me" etc. They are cookie'd on their browser and we now begin to build a pool of prospects that we can send additional messages to.



Google Display Ad

Remarketing List Search Ads

Like Google Search Ads, these RLSA appear at the top of a Google Search. We target the individuals who have previously interacted with our ads with more direct/salesy messaging. The goal

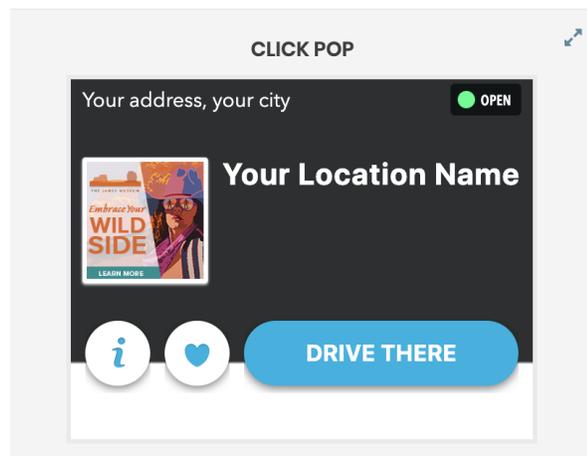
is to have these prospects physically walk into the building and purchase a ticket.

Airport Geofencing

An additional tactic was implemented to capture prospects who have recently landed in Tampa International Airport. By placing a geofence around the airport itself, we served ads to people who hopped off a plane and began to search for things to do in Tampa on Google.

Waze

A branded pin ad will appear on the map when Waze users are near The James Museum. This prompts users to click the 'Drive There' button to redirect them to the location. Since these prospects are highly likely to visit the location and purchase a ticket prior to this action, a conversion is recorded. *(see below)*



Waze Ad

Results

Return on Ad Spend + Purchases at Door

- **920% ROAS- Yelp**
- **259% ROAS- Google**
- **817% ROAS- Waze**
- **878 Store Visits =\$39, 685.60 Revenue**