



Case Study

Client:

TechCrunch



Key Takeaways:

- Event Awareness
- Multi-Month Campaign
- Live Countdown

Challenge:

- Wanted to establish a build up to the launch of ticket sales
- Utilized different ads each day to show a Live countdown

Solution:

- Used the marketplace to find “AdSemble Recommended” billboards
- Bid on desired locations to stay within budget
- Received 24/7 campaign support

Result:

- Was able to secure key locations, achieving mass awareness for the event
- Stayed within budget, by spreading out campaign over many months
- Effective use of Live Countdown to drive ticket sales