

ICC BOOSTS EARLY TICKET SALES TO THE CRICKET WORLD CUP WITH 6% CTR.

Challenge

Inform highly passionate Indian cricket fans about the CWC staged ticketing release, and facilitate early sales.

Solution

Deliver smart 'Tickets On-Sale' dates directly into calendar based on location and preferences, with direct access to buy.

1. Introduction

The ICC Men's Cricket World Cup (CWC) is the ultimate championship of One Day International Cricket. The event is held every four years, with preliminary qualification rounds leading to a finals tournament. This year the event is in cricket-obsessed India played across 10 venues.

2. Objectives

- Deliver important ticketing access details, and inform fans on the staged release of tickets;
- Promote CWC ticket release dates for non-Indian matches to a targeted international audience, to drive early sales and fill venues;
- Promote CWC ticket release dates for Indian matches by venue and city, to inform fans and facilitate sales on release.

3. Strategy

Audience segmentation based on location and preferences, followed by delivery of high impact, timely ticket alerts and on-sale dates, with multiple alerts, ticketing access details, and direct access to purchase where relevant.


4. Solution


Six separate calendar campaigns were created to deliver the right message, to the right user segment.

1. Cricket fans interested in the CWC received a 'Tickets On-Sale' entry detailing the process for ticketing access, with direct access to purchase non-Indian match tickets;
2. Cricket fans interested in the CWC and located in India received a 'Tickets On-Sale' entry for Indian matches, for each venue and city group, with specific match info and direct access to purchase tickets.

5. Outcomes

 **269K**
Impressions
directly in fans
calendar

 **15,412**
Buy Tickets
clicks directly
from calendar

 **6%**
CTR
click-through to
buy tickets

