

BookMyShow Partners with Lotame to Enhance its Brand Solutions Strategy and Achieves 3x ROI



CLIENT CHALLENGE



BookMyShow is India's largest online entertainment ticketing platform that allows users to book tickets for movies, plays, sports and live events through its website, mobile app and mobile site. With a growing customer base and over 100 million visits, BookMyShow wanted to customise solutions for brands and offer them extensive targeting capabilities.

LOTAME SOLUTION



DMP FOR AUDIENCE INSIGHTS

BookMyShow partnered with Lotame's DMP to collect, integrate and manage its large sets of data from various sources to get a more holistic understanding of its customers, in order to offer more comprehensive solutions to existing and potential advertisers.



DMP FOR AUDIENCE TARGETING

Once the audience insights were collected and mapped, BookMyShow was able to build and execute targeted and personalised campaigns to match an advertiser's need and requirements.



CROSS-DEVICE TARGETING

BookMyShow is now able to provide its advertisers cross-screen targeting via Lotame for its customer base.

REAL RESULTS

BookMyShow used the DMP to enhance its advertising solutions for brands, making them more targeted and personalized.

- ✓ Overall they have seen a **300% increase in ROI** since partnering with Lotame
- ✓ For a recent mobile campaign, they had an **overall CTR of 2.91** on their app for a movie listing, compared to 1.42% without targeting
- ✓ For a recent financial campaign, they had an overall CTR of 5.12% on their ticket confirmation page, compared to 1.25% originally
- ✓ For leading OTT players, targeting an audience of "Bollywood Buffs" resulted in an **overall CTR of 5.81%** on the app, with a 0.58% CTR overall



The solutions provided by Lotame allowed us to offer our advertisers and execute for them targeted and personalized campaigns on our platforms, thus creating more value, impact.



Avisha Goswamy
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Want similar results for your business? Get in touch!

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