



How We Are FSTVL used Yieldify to boost ticket sales and optimise the customer journey

Case study



ABOUT WE ARE FSTVL

Winner of Best New Festival, Best Medium Sized Festival and [Best International Festival awards](#), [We Are FSTVL](#) hosts a huge weekender in May at [Damyn's Hall, Upminster](#), combining some of the world's biggest names in electronic dance music with some of the world's leading club brands and labels for 50,000 fans.

A HOTLY-CONTESTED TICKETING MARKET

The live music industry is expected to grow to \$23.7 billion by 2019, according to [Eventbrite](#), but markets are saturated, making it harder to secure prospective festival-goers. Serving fans with a relevant message throughout their user journey has been key to building the We Are FSTVL online brand through engaging experiences for its website visitors.

MAKING EVERY INTERACTION COUNT

Yieldify helped We Are FSTVL engage its website visitors at the perfect moment to increase ticket sales, grow confidence and increase customer value. With Yieldify, We Are FSTVL created personal interactions that realised the potential value of its visitors.

"Yieldify has opened a whole new e-commerce channel for us which allows us to react quickly and target FSTVL fans based on their browsing behaviour, ensuring the right message is always used to sell the We Are FSTVL experience."



Bojan Ambrus

Head of Digital Marketing

Promotion amplification

Group offers

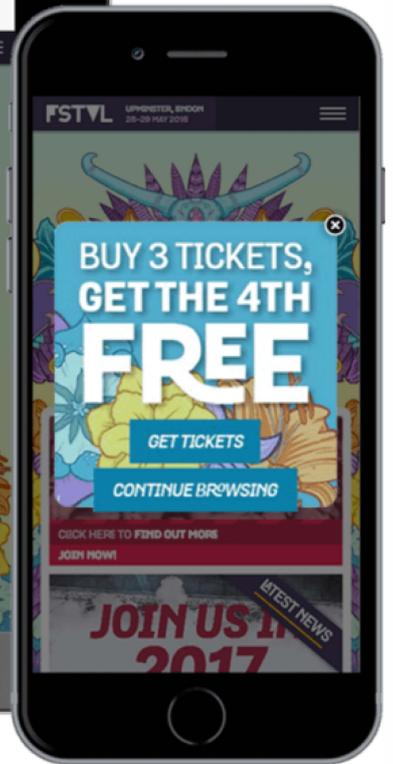
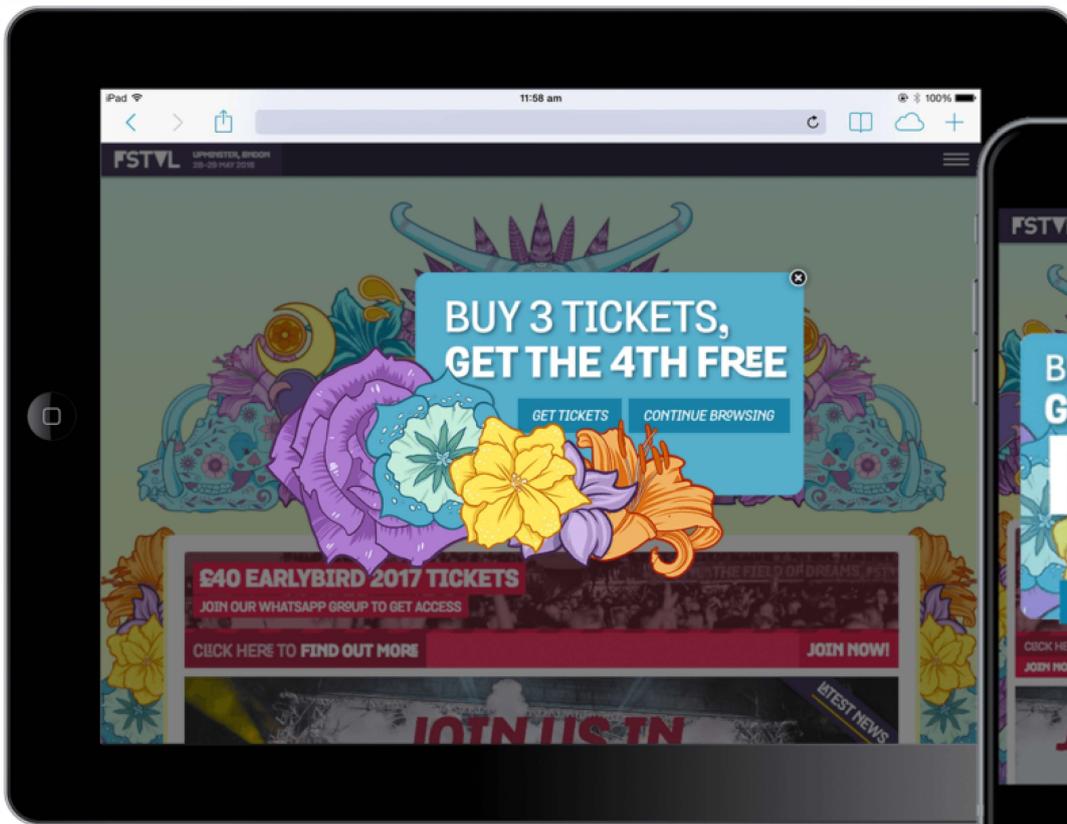
Group offer campaigns that were triggered on entry to the site drove the most traffic to the brand's Eventbrite page (a separate ticketing domain that opens in another tab when clicked so as not to interrupt the user journey) causing the biggest uplift in ticket sales.

SUCCESS

64%

Increase in conversions

that was driven by Yieldify activity



New customer acquisition

Lead capture

To help We are FSTVL grow its email database, Yieldify ran campaigns targeted at abandoning visitors highlighting a competition to win tickets to the festival.

SUCCESS

+73%

of leads database

from Yieldify campaigns



**BEFORE YOU GO, SIGN-UP TO OUR NEWSLETTER
FOR YOUR CHANCE TO WIN A VIP FSTVL WEEKEND!**

Enter Your Email

SIGN ME UP!



Promotion amplification

Drink tokens

Yieldify helped promote drinks tokens sold ahead of the event. Yieldify served an overlay highlighting the promotion to visitors as they arrived on site and, in the approach to the event, also when visitors showed intent to exit the website. We split-tested serving visitors with animated images against static images and found that more visually dynamic content caused greater engagement. This performance clearly demonstrated the benefit of visually engaging design, produced by the Yieldify team.

SUCCESS

20%

Uplift in desktop

with animated overlay vs. static image overlay



**GET FREE
DRINKS**
WHEN YOU BUY IN ADVANCE

GET YOUR DRINK TOKENS NOW

CONTINUE BROWSING

2017

£40
JOHN CO

Value engagement

Video

To re-engage abandoning visitors, Yieldify showed We Are FSTVL's promotional video to abandoning visitors to encourage them to stay and purchase tickets. Yieldify split-tested click-to-play videos with sound against a video that autoplays without sound. The results revealed that the autoplaying video created greater engagement.

SUCCESS

33%

Uplift in click-through rate

with autoplay without sound vs. click to play with sound

DON'T MISS OUT
TICKETS ARE SELLING OUT FAST



GET TICKETS

Conversion urgency

Countdown clock

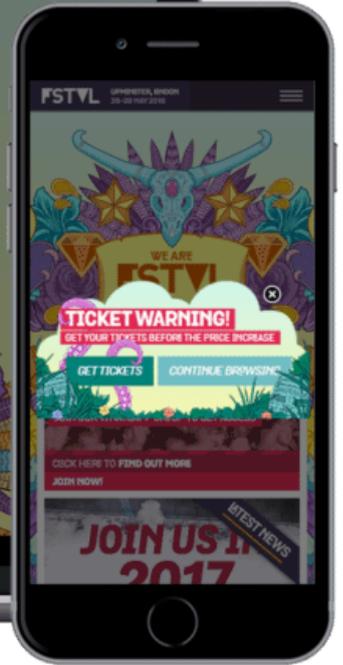
To inspire urgency to book, when visitors showed intent to exit, Yieldify served them with a countdown clock indicating when ticket prices were due to increase. This campaign drove higher engagement when split test against a static overlay containing only a message to encourage urgent action.

SUCCESS

82%

Uplift in tablet

with countdown time overlay vs. static overlay



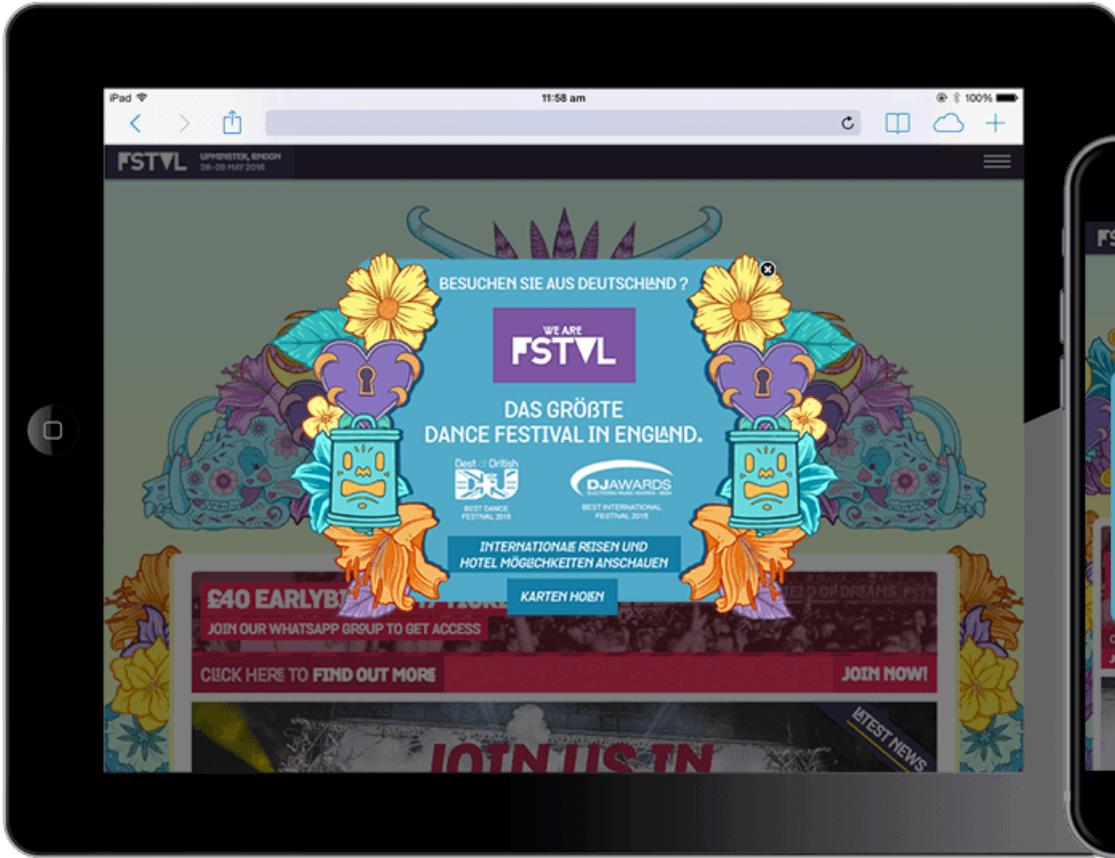
Conversion reassurance

Geotargeted messaging

Yieldify ran campaigns that targeted visitors with messages designed to resonate with visitors from outside the UK. Yieldify served them with the details of hotels and travel arrangements to encourage them to book for the festival. The effect was both informative and reassuring.

SUCCESS

Region-specific personalisation



Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

[Get a Consultation](#)

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