



CASE STUDY



Ticketbis, a Spanish innovator, was acquired by Ebay (owner of StubHub) last week in a showcase of a truly unique marketing scenario.

Rather than traditional media relations and advertising, Emerging Insider brought two novel premises to life in data trend-spotting and earned branded content to help take the company from unknown, to an acquisition within 10 months.

This strategy utilized almost no budget for paid advertising nor grassroots/event/partnership marketing in North America.

STARTUP

ACQUIRER



DEAL

NINE FIGURES





The Client

Ticketbis is an online aftermarket ticket exchange, where fans from over 45 countries can search and purchase tickets for sports, music, theater and other cultural events, via their local currency internationally.



The Challenges

Ticketbis started life focused on the EU and Latin American markets. Breaking into the U.S. was a core remit, however the resources to do so were few and far between. The US market could purchase international tickets, but there were only a handful of US based events where tickets could actually be purchased from abroad. TB had no U.S. operations, nor product, no marketing orchestrations, partners or budget for paid advertising. This also meant that traditional PR and press campaigns from product launch to partnerships and promotions were out of the question.

Standing out amongst larger, more relevant U.S. industry players was key in order to succeed and position as a competitor. To take TB from an unknown to a known, Emerging Insider, had to orchestrate a novel way to drive media and exposure. Challenges, from battling cultural differences in entertainment, to identifying target media and audiences further created an uphill battle. Our team bet on two factors that had never been done before and could only be leveraged by using a blend of technology, creativity and understanding of today's complex media environment.

Premise 1

Data and data analysis can be implemented to do far more than just inform decisions and provide insight.

It can be used to identify trends across numerous industries, showcase unforeseen statistics, and ultimately act as a fountain of knowledge for the media.

Data in other words, is today's storyteller.

Premise 2

Branded Content achieves its highest ROI when it earns media, rather than when it is distributed via paid media.

Branded content need not be distributed via paid advertising where authenticity, credibility are all dampened while simultaneously capping the budget.

Putting the Premises Into Action:

Data



Our team pored over data that had been previously underutilized across the North American market and we found some major gems. In basics, Emerging Insider gleaned and analyzed all angles of worldwide sports, music, and travel event markets. The geographies of ticket sales to factors that affected ticket prices. Habits of event goers, to travel booking times.

Data that had previously been undiscovered went far above and beyond simple insights and actually showcased worldwide trends affecting numerous industries. From world news like how the Zika virus was affecting travel, to soccer's emergence in the U.S., down to the travel patterns of Adele fans. By picking up on key trends, we were able to turn the data into stories the media could share, insights they could use and at the source of it all was Ticketbis, front and center.

Branded Content

A lot of organizations can create infographic, bylines, and blogs. In a landscape with content overload, their spread only goes as far as the Ad dollars pumped behind them.

With Ticketbis, we took a different turn. We created media packages that were compelling and large scale enough for Journalists to use verbatim. Entertaining creative collages about the sexiest soccer players, new reports uncovering the lifestyles of EDM audiences, trend reports about the next rise in sports related travel went far. The branded content sought to both entertain and inform, but do so in a way that was Media-first, rather than targeting demographic audiences.



The Results

Ticketbis saw major press across the board on a week to week basis with the most powerful of sources. From Mashable to Elite Daily, Vice to CNBC, Bustle to Skift and everything in between.

The media campaign alone helped to grow a loyal audience base within the U.S. and further drive audience to the site, leverage SEO, and instigate further media requests. On a next to zero budgets and with no operations, Ticketbis busted down the door of the U.S. market.



Final Result - 9 Figure Acquisition
