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Case Analysis 1

MKTG 768

2/12/2024

SoundScape Festival: Moving Forward

As SoundScape winds up to continue its campaign, these last 45 days will need to be a driving force of sales. They are looking to have 12,000 tickets sold to break even and have already met 2/3rds of their minimum goal with 8,602 tickets sold so far.

First, let's discuss channels. Blogs seem to have relatively low performance but are not the problem point. They generate the lowest sales (AA Figure 1), utilize the least advertising spending (AA Figure 2), and have the lowest cost per click but also the lowest click-through rate (AA Figure 3). Spotify, as noted in the case, is proving to be the main issue. With nearly triple the cost per click, it is barely making double the number of sales as blogs are – the cost per mille is also significantly higher than every other channel. All this points to an insight Zara already knows: Spotify spending needs to be much more specific.

According to revenue by time, Spotify's sweet spot for the most revenue is 4pm-6pm (AB Figure 6). By date, the most 'popular' dates are weekends: Jan 13th, Jan 20th, Jan 21st, Jan 27th, Jan 28th, Feb 3rd, Feb 10th (AB Figure 1). That said, they need to lower the overall spending on Spotify – they are not returning nearly enough sales to be invested that heavily. They should focus their spending on advertisements on weekends in the late afternoon and early evenings, with some wiggle room on Fridays and weekend mornings to plant some awareness seeds for more contemplative consumers.

Additionally, they should hone in on their Instagram advertising. Not only does it bring in the most revenue, but as demonstrated by dated and timed graphs (AB Figures 3 and 6) it has the most identifiable patterns. Instagram has a good advertising window of 1pm-8pm on weekends. TikTok is performing fairly average so, I would recommend making changes to the

other platforms first before moving forward with any changes on there. I would, based on the previously mentioned insights for the Blogs, recommend toning down the spending there and dialing in on a few of the blogs that have performed the best for them so far.

Regarding the promotional campaigns, I would recommend shutting down the VIBES24 promotion. It is the promo code bringing in the least revenue aside from the student option (AC Figure 1). It is likely that the targeting of the student promotion just isn't being done correctly, and is potentially not actually cheap enough to draw in students, as the platforms that are most commonly used by students such as Instagram and TikTok are not getting the numbers they should be getting if the popularity of the platforms is taken into account.

It is clear, though, that the EarlyBird promotion went well. It is best to shut that one down for now, given we are nearing the festival, but it could be worth starting a 2.0 version that is an in-between of the EarlyBird and standard pricing (which would be altered to 'at-the-door') pricing. Across the board for most of the promotions, we are seeing the same late afternoon/early evening preference (AC Figure 2), so it would be ideal to consider promotional posts that center around that time, especially for the EarlyBird 2.0.

Appendix A
Examining by Channel (Totals)

Row Labels	Sum of quantity	Sum of total paid
Blog	1281	\$ 246,627.19
Instagram	3023	\$ 583,184.77
Spotify	2140	\$ 409,198.60
TikTok	2158	\$ 423,163.42

Figure 1: The number of tickets sold (“quantity”) and total revenue (“total paid”) from orders per channel.

Row Labels	Sum of spend	Sum of impressions	Sum of clicks
Blog	\$ 21,010.50	1,294,342	23,345
Instagram	\$ 62,258.40	2,373,853	51,882
Spotify	\$ 125,220.00	1,817,204	50,088
TikTok	\$ 46,633.40	2,105,490	42,394

Figure 2: The total advertising spend (“spend”), number of impressions, and number of clicks by channel.

Row Labels	Average of CPC	Average of CTR	Average of CPM
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Blog	0.90	1.81%	16.29
Instagram	1.20	2.18%	26.19
Spotify	2.50	2.76%	69.00
TikTok	1.10	2.01%	22.12

Figure 3: The Cost per Click, Click Through Rate, and Cost per Mille by channel.

Appendix B

Examining by Channel (By Date)

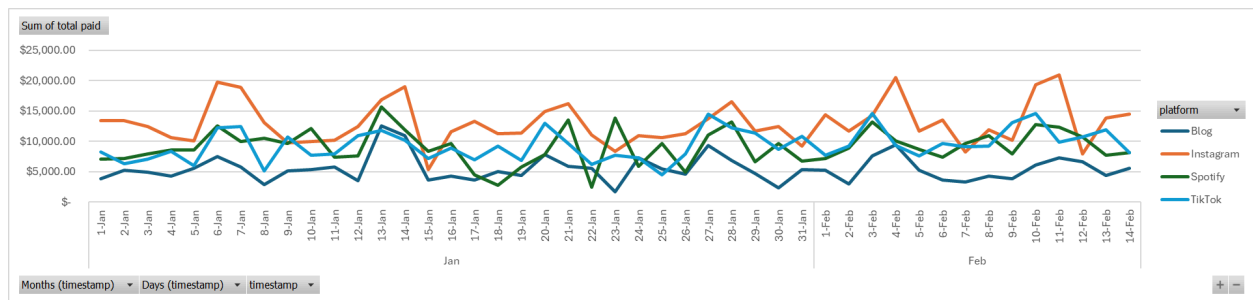


Figure 1: Total revenue by channel over time.

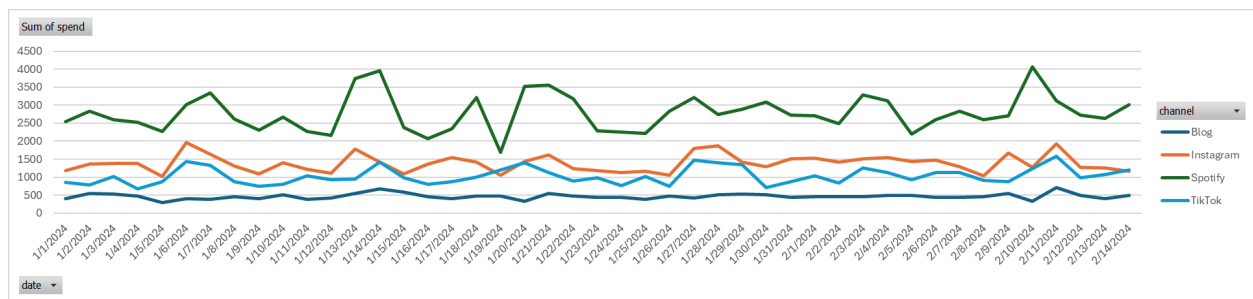


Figure 2: Advertising spend by channel over time.

Sum of total paid		Column Labels				
Row Labels		Blog	Instagram	Spotify	TikTok	Grand Total
Jan						
1-Jan	\$	3,837.28	\$ 13,424.30	\$ 7,027.14	\$ 8,287.07	\$ 32,575.79
2-Jan	\$	5,212.24	\$ 13,449.32	\$ 7,212.08	\$ 6,347.17	\$ 32,220.81
3-Jan	\$	4,944.77	\$ 12,411.83	\$ 7,947.06	\$ 7,079.63	\$ 32,383.29
4-Jan	\$	4,319.75	\$ 10,581.92	\$ 8,624.60	\$ 8,402.07	\$ 31,928.34
5-Jan	\$	5,589.69	\$ 10,061.97	\$ 8,582.06	\$ 6,007.18	\$ 30,240.90
6-Jan	\$	7,549.60	\$ 19,768.98	\$ 12,531.82	\$ 12,286.86	\$ 52,137.26
7-Jan	\$	5,779.68	\$ 18,959.02	\$ 10,006.95	\$ 12,404.37	\$ 47,150.02
8-Jan	\$	2,902.34	\$ 13,076.79	\$ 10,561.93	\$ 5,104.73	\$ 31,645.79
9-Jan	\$	5,152.23	\$ 9,784.49	\$ 9,671.98	\$ 10,734.47	\$ 35,343.17
10-Jan	\$	5,312.19	\$ 10,024.46	\$ 12,084.37	\$ 7,704.60	\$ 35,125.62
11-Jan	\$	5,762.21	\$ 10,191.99	\$ 7,412.08	\$ 7,912.06	\$ 31,278.34
12-Jan	\$	3,527.31	\$ 12,431.87	\$ 7,609.57	\$ 10,994.43	\$ 34,563.18
13-Jan	\$	12,531.84	\$ 16,849.14	\$ 15,686.69	\$ 11,831.88	\$ 56,899.55
14-Jan	\$	10,959.43	\$ 18,984.02	\$ 11,896.85	\$ 10,226.92	\$ 52,067.22
15-Jan	\$	3,587.30	\$ 5,322.22	\$ 8,417.05	\$ 7,192.12	\$ 24,518.69
16-Jan	\$	4,277.26	\$ 11,554.45	\$ 9,632.10	\$ 8,944.57	\$ 34,408.38
17-Jan	\$	3,584.83	\$ 13,291.85	\$ 4,447.27	\$ 6,927.17	\$ 28,251.12
18-Jan	\$	5,012.24	\$ 11,311.89	\$ 2,774.86	\$ 9,239.56	\$ 28,338.55
19-Jan	\$	4,369.79	\$ 11,411.91	\$ 5,807.19	\$ 6,877.17	\$ 28,466.06
20-Jan	\$	7,777.07	\$ 14,961.68	\$ 7,837.09	\$ 13,001.81	\$ 43,577.65
21-Jan	\$	5,862.21	\$ 16,229.16	\$ 13,549.35	\$ 9,627.01	\$ 45,267.73
22-Jan	\$	5,524.69	\$ 11,006.91	\$ 2,409.87	\$ 6,179.69	\$ 25,121.16
23-Jan	\$	1,729.91	\$ 8,367.04	\$ 13,871.83	\$ 7,669.60	\$ 31,638.38
24-Jan	\$	7,314.64	\$ 10,936.95	\$ 5,914.66	\$ 7,252.12	\$ 31,418.37
25-Jan	\$	5,427.23	\$ 10,654.43	\$ 9,617.01	\$ 4,467.25	\$ 30,165.92
26-Jan	\$	4,589.76	\$ 11,284.39	\$ 4,964.75	\$ 7,954.59	\$ 28,793.49
27-Jan	\$	9,284.48	\$ 13,744.26	\$ 11,081.91	\$ 14,504.31	\$ 48,614.96
28-Jan	\$	6,869.64	\$ 16,564.21	\$ 13,241.85	\$ 12,231.89	\$ 48,907.59
29-Jan	\$	4,657.29	\$ 11,724.43	\$ 6,664.60	\$ 11,384.45	\$ 34,430.77
30-Jan	\$	2,354.87	\$ 12,504.38	\$ 9,674.49	\$ 8,702.05	\$ 33,235.79
31-Jan	\$	5,339.75	\$ 9,237.01	\$ 6,797.12	\$ 10,839.46	\$ 32,213.34
Feb						
1-Feb	\$	5,272.27	\$ 14,394.24	\$ 7,217.12	\$ 7,712.10	\$ 34,595.73
2-Feb	\$	2,979.85	\$ 11,676.88	\$ 8,954.54	\$ 9,177.02	\$ 32,788.29
3-Feb	\$	7,649.64	\$ 14,334.25	\$ 13,181.78	\$ 14,606.75	\$ 49,772.42
4-Feb	\$	9,412.02	\$ 20,523.98	\$ 10,076.98	\$ 9,327.04	\$ 49,340.02
5-Feb	\$	5,247.21	\$ 11,684.39	\$ 8,707.04	\$ 7,647.10	\$ 33,285.74
6-Feb	\$	3,582.30	\$ 13,579.33	\$ 7,344.62	\$ 9,604.52	\$ 34,110.77
7-Feb	\$	3,327.32	\$ 8,237.07	\$ 9,631.99	\$ 9,127.02	\$ 30,323.40
8-Feb	\$	4,269.76	\$ 11,879.41	\$ 10,921.98	\$ 9,277.06	\$ 36,348.21
9-Feb	\$	3,887.32	\$ 10,196.99	\$ 7,887.10	\$ 13,079.37	\$ 35,050.78
10-Feb	\$	6,154.69	\$ 19,316.49	\$ 12,739.37	\$ 14,631.73	\$ 52,842.28
11-Feb	\$	7,337.09	\$ 20,991.43	\$ 12,334.36	\$ 9,847.00	\$ 50,509.88
12-Feb	\$	6,692.17	\$ 7,962.05	\$ 10,774.42	\$ 10,774.47	\$ 36,203.11
13-Feb	\$	4,357.31	\$ 13,824.26	\$ 7,747.08	\$ 11,934.39	\$ 37,863.04
14-Feb	\$	5,514.72	\$ 14,476.73	\$ 8,122.04	\$ 8,099.59	\$ 36,213.08
Grand Total	\$	246,627.19	\$ 583,184.77	\$ 409,198.60	\$ 423,163.42	\$ 1,662,173.98

Figure 3: Total revenue by channel over time - charted.

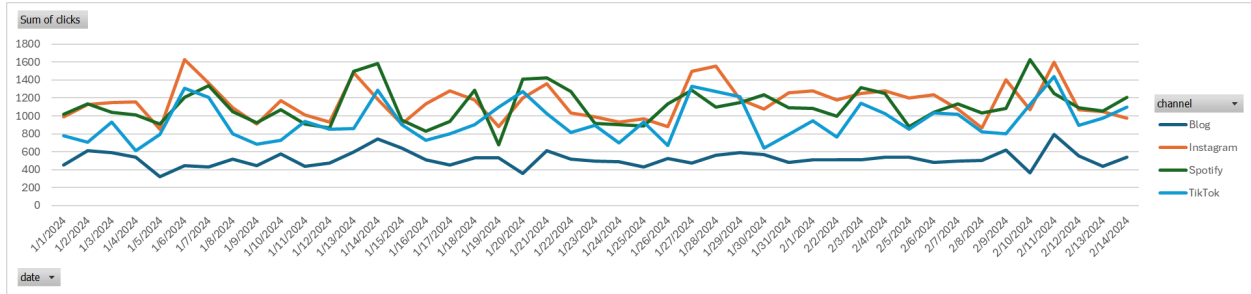


Figure 4: Clicks by channel over time.

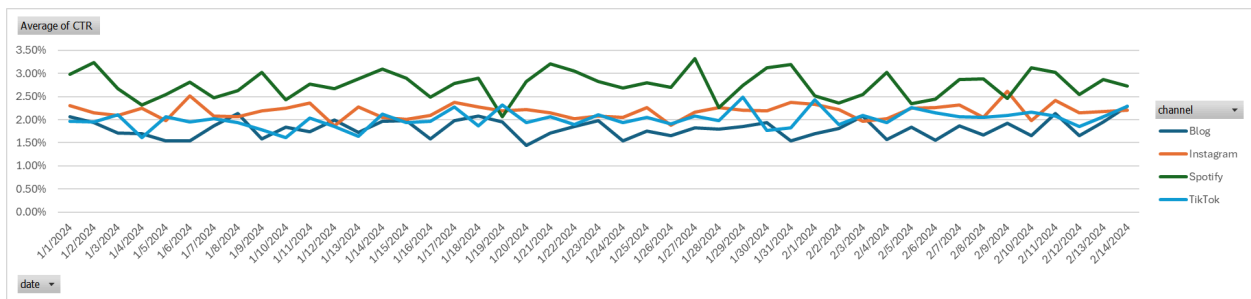


Figure 5: Click-through rate by channel over time.

Sum of Total	Column Labels				
Row Labels	Blog	Instagram	Spotify	TikTok	Grand Total
08	6532.21	12716.82	5317.23	10422.03	34988.29
09	4927.2	10439.47	4714.75	7442.11	27523.53
10	6544.65	17691.61	12629.38	9732.04	46597.68
11	8627	18371.55	16796.58	18311.58	62106.71
12	11321.91	27073.56	20121.42	26018.69	84535.58
13	15529.17	46482.55	31670.91	27858.6	121541.23
14	24166.29	48277.53	31653.28	32810.8	136907.9
15	20796.41	46847.62	33578.27	37865.53	139087.83
16	21953.85	64849.14	48372.41	41477.86	176653.26
17	23181.37	54144.56	38420.49	42327.81	158074.23
18	25121.18	57907.12	43922.71	39028.02	165979.03
19	17921.51	50264.97	34945.67	38213.07	141345.22
20	17801.58	43847.67	23048.79	26463.71	111161.75
21	19946.52	28588.53	21088.9	19803.93	89427.88
22	4724.73	18911.52	12971.85	15184.2	51792.3
23	17531.61	36770.55	29945.96	30203.44	114451.56
Grand Total	246627.19	583184.77	409198.6	423163.42	1662173.98

Figure 6: Total revenue by channel over time of day.

Appendix C

Examining by Promo Code

Sum of total paid	Column Labels						
Row Labels	CAMPLIFE	EARLYBIRD	none	SOUNDCLUB	STUDENT24	VIBES24	Grand Total
⊗ Blog	\$ 33,615.84	\$ 80,095.40	\$ 23,898.94	\$ 37,753.32	\$ 37,477.90	\$ 33,785.79	\$ 246,627.19
GA	\$ 16,319.04	\$ 46,196.92	\$ 14,599.27	\$ 18,538.97	\$ 23,838.51	\$ 17,338.98	\$ 136,831.69
GA+CAMPING	\$ 10,836.99	\$ 19,498.96	\$ 6,499.74	\$ 6,974.69	\$ 9,799.51	\$ 11,686.95	\$ 65,296.84
VIP	\$ 6,459.81	\$ 14,399.52	\$ 2,799.93	\$ 12,239.66	\$ 3,839.88	\$ 4,759.86	\$ 44,498.66
⊗ Instagram	\$ 79,088.57	\$ 193,976.27	\$ 65,297.20	\$ 102,235.21	\$ 68,556.29	\$ 74,031.23	\$ 583,184.77
GA	\$ 40,627.61	\$ 113,542.43	\$ 37,398.13	\$ 52,377.09	\$ 41,757.39	\$ 42,157.52	\$ 327,860.17
GA+CAMPING	\$ 23,161.41	\$ 48,934.89	\$ 15,499.38	\$ 29,698.68	\$ 13,999.30	\$ 19,974.06	\$ 151,267.72
VIP	\$ 15,299.55	\$ 31,498.95	\$ 12,399.69	\$ 20,159.44	\$ 12,799.60	\$ 11,899.65	\$ 104,056.88
⊗ Spotify	\$ 51,549.88	\$ 133,492.26	\$ 50,747.87	\$ 64,346.85	\$ 50,797.19	\$ 58,264.55	\$ 409,198.60
GA	\$ 28,728.31	\$ 73,045.13	\$ 26,198.69	\$ 37,437.92	\$ 28,798.20	\$ 32,978.06	\$ 227,186.31
GA+CAMPING	\$ 14,661.81	\$ 42,747.72	\$ 13,749.45	\$ 19,349.14	\$ 17,199.14	\$ 15,086.79	\$ 122,794.05
VIP	\$ 8,159.76	\$ 17,699.41	\$ 10,799.73	\$ 7,559.79	\$ 4,799.85	\$ 10,199.70	\$ 59,218.24
⊗ TikTok	\$ 61,409.55	\$ 132,817.63	\$ 50,897.87	\$ 61,467.06	\$ 59,156.82	\$ 57,414.49	\$ 423,163.42
GA	\$ 29,578.26	\$ 65,095.66	\$ 28,598.57	\$ 35,998.00	\$ 32,637.96	\$ 33,828.01	\$ 225,736.46
GA+CAMPING	\$ 15,511.77	\$ 38,622.94	\$ 9,499.62	\$ 13,949.38	\$ 16,599.17	\$ 18,486.63	\$ 112,669.51
VIP	\$ 16,319.52	\$ 29,099.03	\$ 12,799.68	\$ 11,519.68	\$ 9,919.69	\$ 5,099.85	\$ 84,757.45
Grand Total	\$ 225,663.84	\$ 540,381.56	\$ 190,841.88	\$ 265,802.44	\$ 215,988.20	\$ 223,496.06	\$ 1,662,173.98

Figure 1: Total revenue by promo code and ticket type.

Sum of Total	Column Labels						
Row Labels	CAMPLIFE	EARLYBIRD	none	SOUNDCLUB	STUDENT24	VIBES24	Grand Total
⊗ 08	4292.29	11099.41	5349.8	3734.84	4519.74	5992.21	34988.29
⊗ 09	3144.85	7874.52	2299.91	4499.77	5879.67	3824.81	27523.53
⊗ 10	6417.2	14061.69	5499.77	9674.6	5759.7	5184.72	46597.68
⊗ 11	6969.66	24261.13	4899.77	8864.59	9759.45	7352.11	62106.71
⊗ 12	9774.51	29548.32	8649.63	12284.4	12039.37	12239.35	84535.58
⊗ 13	15596.75	42522.61	13899.47	13814.33	14799.18	20908.89	121541.23
⊗ 14	16574.12	42635.02	19849.15	28888.66	12599.3	16361.65	136907.9
⊗ 15	18401.6	45334.91	15599.33	18089.14	18118.99	23543.86	139087.83
⊗ 16	27283.64	53959.4	21899.05	31903.46	21038.78	20568.93	176653.26
⊗ 17	25838.79	50734.53	13199.44	27718.68	19758.88	20823.91	158074.23
⊗ 18	23033.91	52384.46	19249.14	22858.92	24398.76	24053.84	165979.03
⊗ 19	17551.63	44509.89	17649.27	23488.9	17279.07	20866.46	141345.22
⊗ 20	15001.74	38697.84	12999.43	18629.11	16399.13	9434.5	111161.75
⊗ 21	12961.81	28123.36	13449.43	16514.26	7159.59	11219.43	89427.88
⊗ 22	7139.63	17399.05	5299.78	8054.61	7439.57	6459.66	51792.3
⊗ 23	15681.71	37235.42	11049.51	16784.17	19039.02	14661.73	114451.56
Grand Total	225663.84	540381.56	190841.88	265802.44	215988.2	223496.06	1662173.98

Figure 2: Total revenue by promo code over time of day.

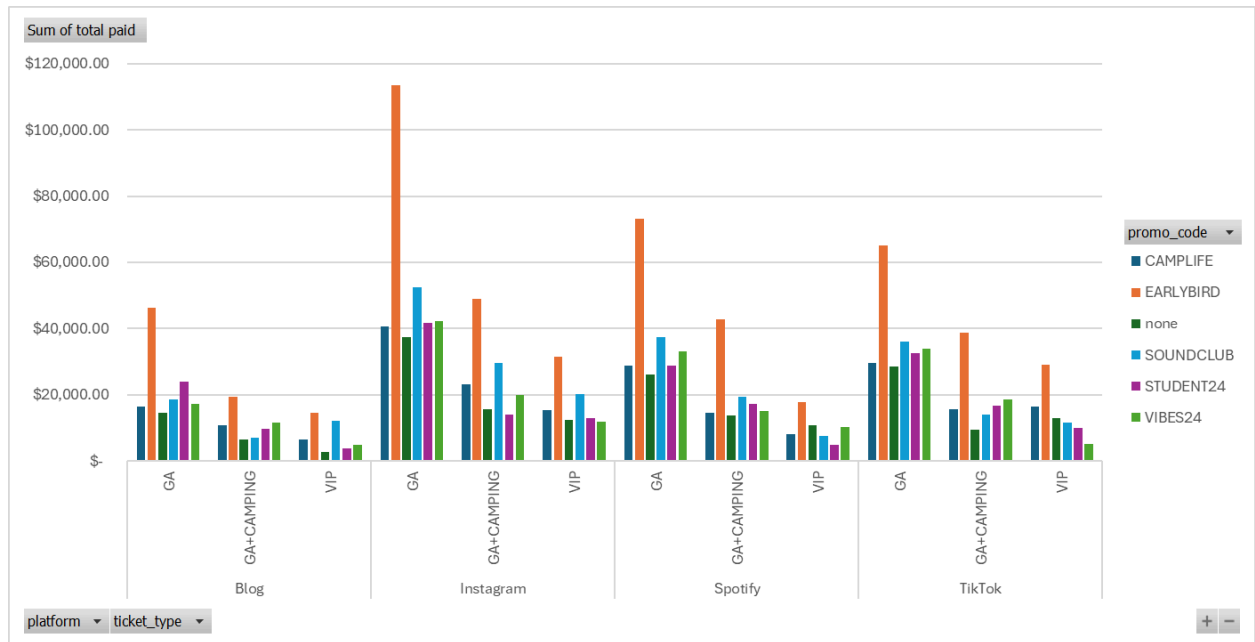


Figure 3: Total revenue by promo code divided by ticket type.