

## FINDING ELVIS

A CASE STUDY POWERED BY VISIT LOCAL

### THE SETUP & CAMPAIGN DETAILS

Sony Music worked with their digital agency to drive awareness and purchases for a re-imagined Elvis gospel album. The goal of the campaign was to drive sales, streams and downloads of the new album.

In addition to promoting the new album through their email newsletter, the agency created a location-based audience of visitors to Graceland using VISIT Local. They used a large look-back window because even those who visited Graceland a year ago would still be Elvis fans today.

This location-based audience was imported to Facebook as a custom audience, with ads appearing on both Facebook's website and mobile app.

### SOLUTION

Built from visitors to Graceland found in VISIT Local, the audience size was roughly 13,000.

When the custom audience was imported as a Facebook custom audience, there was an 88% match rate between the mobile ad IDs and Facebook accounts. This formed the foundation of the campaign.

### RESULTS

The ads reached 55% of Sony's target audience within one week of the campaign. This resulted in 527 clicks or a 1.7% CTR, and the ad was shared 30 times.

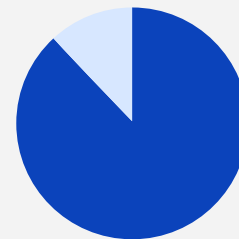
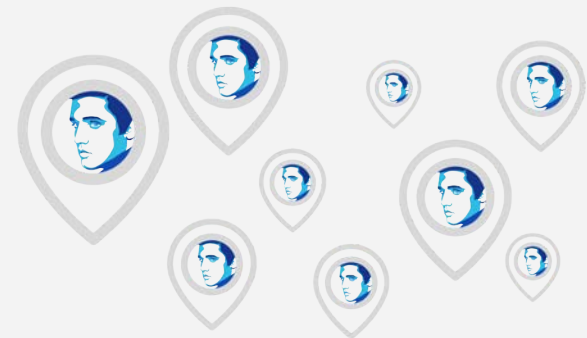


### Want to learn more?

Interested to learn more about VISIT Local?  
Click here to request a demo.

Blending location and custom audiences to reach Elvis fans.

### The Best Place to Find Elvis Fans? Graceland, of Course.



**88%**  
MATCH RATE  
ON FACEBOOK

527 CLICKS  
**1.7%**  
CLICK  
THROUGH RATE

