



CASE STUDIES

BUDGET MAXIMISATION

ATG TICKETS



The results

- After Silverbean managed content, contribution went from 6% to 42% of total revenue within the quarter
- Silverbean resolved an issue with an affiliate promoting against terms, resulting in voucher code contribution decreasing from 43% to 9%
- Saved over £200k in commissions and network fees for the client to reinvest into the channel
- Maintained year on year growth via the channel by over 30% each year

The key problem

ATG was previously managed by a network, however they wanted an agency to solely focus on the programme to ensure long term growth in line with the brand.

The client

ATG Tickets is the UK's leading Theatre, Arts and Entertainment Ticketing operations, selling over 10 million tickets per year. They are a division of Ambassador Theatre Group Ltd (ATG). Founded in 1992, they have grown to be the largest in the UK with 39 venues across the country.

Core Objectives

- Increase online revenue to a certain contribution over 3 years.
- To decrease the COS via the affiliate channel
- To maintain strong year on year growth
- To increase digital relationships and reach for regional venues

Our approach

Strategic

- Critical review of the affiliate channel to build the correct foundations

- Long term recruitment and engagement plan for publisher growth

Tactical

- Removed over 50 publishers who were against brand, redefined the commission structure in line with customer journey and incremental sales, reviewed tracking pixel variables.
- Build regional relationships with theatre marketing managers and organised the "Affiliate Roadshow"
- Competitor and Influencer research for long term recruitment

What the client says

"We've been working with Silverbean since the start of 2015 to develop our new affiliate marketing program. The affiliate team working with us really understand the complexities of the ticketing industry and have shaped a growing portfolio of publishers to work with. They're reliable, knowledgeable and a pleasure to work with, and they are constantly striving, achieving and improving. I look forward to our continued work with the Silverbean affiliate team."

Peter Monks
Commercial Director

