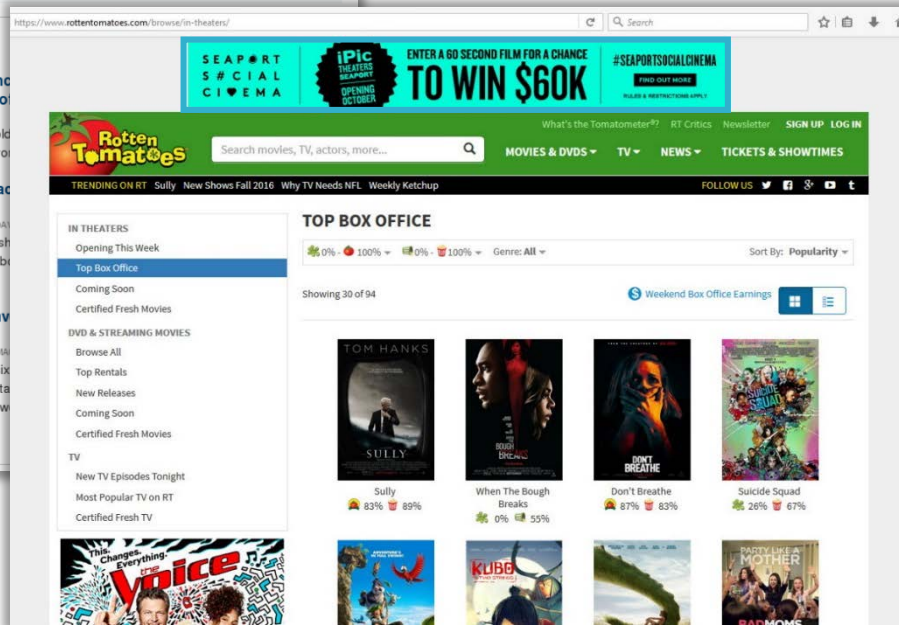
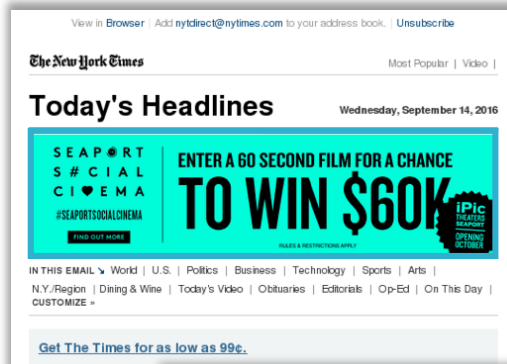


# Local Works: South Street Seaport



## Objective

Promote Grand Opening of iPic Theater & Social Media Contest

## Solution

MediaMax recommended a multi-channel approach to reach the Seaport District's target audience of entertainment and social event seekers.

The geo-targeted campaign ran in the New York Metro area and promoted the grand opening of the Seaport's iPic theater and social media contest. The multi-channel program included a newsletter display program and programmatic display/mobile blend with contextual & behavioral targeting.

## Geography

New York Metro

## Recommended Media

Programmatic display/mobile blend and newsletter display

## Outcomes

### Newsletter

- Guarantee impressions: 856,208
- Delivered: 867,396
- Clicks: 2,025
- CTR: 0.23%

### Programmatic

- Guaranteed impressions: 2,856,637
- Delivered: impressions: 3,718,383
- Clicks: 7,152
- CTR: 0.19%

