59A drive ROI of **12:1** for Matilda the Musical

**Brief**
At any one time in London, there are 39 theatres with a production on in the West End, representing 16% of the 241 theatres overall in the capital. In 2022, 16.4 million people attended the theatre in London, the largest figure recorded and a great revival from no theatre at all during the pandemic, seeing 7% growth versus 2019.

Amongst a sea of productions old and new all vying for this huge demand for theatre tickets, 59A were challenged with increasing ticket sales for the long running West End show Matilda with a positive return on investment.

**Solution**
59A identified the largest opportunities for growth based on 6 different data sets, which were combined to create a custom algorithm. This custom algorithm was comprised of **806,544** data points.

A vital element of this solution was the utilisation and enrichment of Matilda’s historic ticket sale data. With the records of 49,532 people broken down by postcode district, 59A utilised these historic records to create a predictive model for future ticket sales.

**Delivery**
With this unique approach to the production of custom algorithm, 59A identified and deployed its predictive model of ticket sales. In the map on the right hand side the intensity of the colour represents impression delivery, the icon size represents number of conversions, and the icon type showing sales in an area relative to the average.

**Results**

<table>
<thead>
<tr>
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<th>Ticket Sales</th>
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<tbody>
<tr>
<td><strong>ROI</strong></td>
<td><strong>12:1</strong></td>
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<td><strong>3,300+</strong></td>
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“59A have been a key partner in our campaign strategy for Matilda the Musical, in arguably its most important year since its opening. We’ve been able to fully capitalise on this uplift, and drive record ROAS for the campaign, thanks to the pinpoint accuracy of 59A’s custom algorithm.”

- Alex Facey, Digital Director, AKA