

# Case Study: Enhanced Targeting and Campaign Management Outperforms ROAS Goals for Museum of Ice Cream

**Objective:** Increase ticket sales at the Museum of Ice Cream locations in NYC, Chicago and Austin, maintaining a minimum 5.5x ROAS. Draw visitors from competitors (e.g. Color Factory, Sloomoo). Enhance the value of key marketing initiatives, including seasonal promotions (summer, fall, “Pinkmas”) and social influencer partnerships.

**Solution:** Enhance Google, Meta, and TikTok campaigns by utilizing a wider range of features and formats, employing A/B testing to identify the most effective ad concepts, and focusing on conversion goals that align best with each objective.

- Craft unique audience targeting strategies for each of MOIC's primary customer personas—families, friends, and couples—to deepen engagement and extend influencer reach.
- Expedite turnaround to bring key promotions to market faster and implement more frequent optimizations to maximize the value of each initiative.

## Results:



**12x**  
**Avg ROAS**  
\$5.52MM in profit



**240% ↑**  
**Over avg monthly**  
**revenue goal**



**49% ↓**  
**in CPA**

