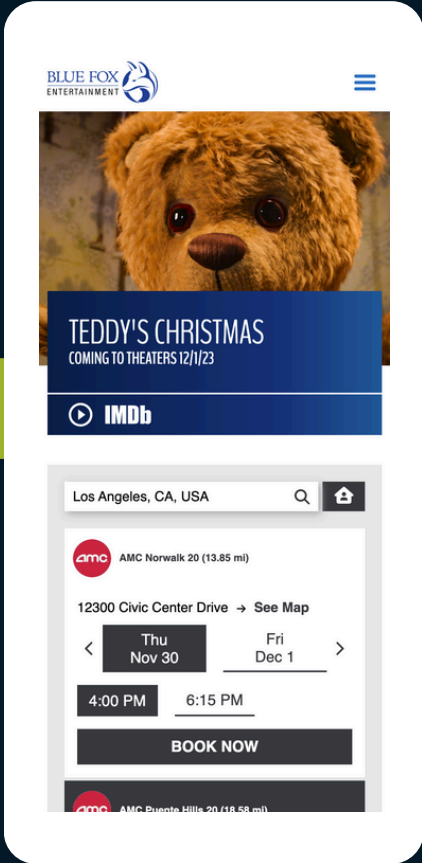


Blue Fox Sees Record Web Traffic Growth & Conversions

By transforming it into a film discovery destination and audience hub with usheru Select


“usheru Select allows us to simplify the ticketing/at home process for consumers by directing them to one page. We chose usheru for the simplicity of it all, and the communication the usheru team provides is a huge plus and so appreciated!”


Lauren Miller,
Director of Social Media & VOD




Blue Fox Entertainment implemented usheru Select to enhance their movie promotion process into a direct to consumer journey. Together, we dug into their strategic goals and agreed on the following objectives:


Objectives


 Drive Traffic to Website to Transform Blue Fox Website into a Destination for Audiences to discover films

 Engage Film Fans to Expand Retargeting Data

 Simplify Movie Discovery to Power More Sales

Results snapshot

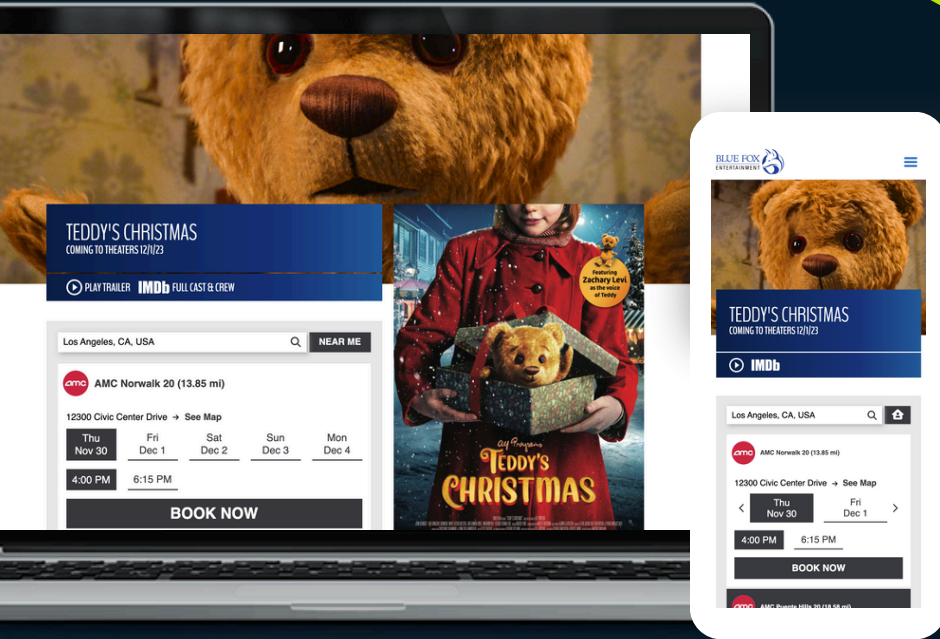
 **600X**
in Page Views

 **46%**
Streaming Clickthrough rate

Solution



“We love the widget! It has been so beneficial!”



- Simple and effective widget, easily embedded within the company's website, automatically delivering theatrical information and purchase links to audiences.
- Empowering Blue Fox to promote tickets directly to consumers, to attract web visitors and boost sales.

Results

The collaboration between usheru and Blue Fox Entertainment resulted in the implementation of usheru Select in early 2023 and its use in film campaigns throughout the year.

The results were striking:

Direct To Consumer Journey:

- Up to 1.3% clickthrough to cinema purchase
- Up to 46% clickthrough rate to streaming platforms

Retargeting Capabilities Increased:

- Through the increased web engagement and traffic, Blue Fox is building first party data to enable retargeting for campaigns and to grow their own fan community

Increased Online Engagement:

- 600x growth in page views from Jan - Dec 2023
- The website successfully became a destination for film fans to explore options to watch the films
- An increase in website visitors AND also an increase in the number of pages engaged with per visit.