BALANDIN/AGENCY

Film marketing

Proposal from Balandin Agency

A release gets no second chance: the theatrical window is short, the budget is fixed. We build campaigns for ticket purchases and views, not for reach — including cases where sales happen on third-party platforms and “cannot be tracked”

8,762

initiated checkouts at $1.97 — the digital release of a documentary film

2,405

ticket-purchase clicks for a US theatrical release

Where film releases lose money

Ticket sales cannot be tracked

Tickets are sold by the theater or an aggregator. We set up events at the checkout step and optimize for them, not for clicks.

The theatrical window is short

Two weeks, and the result is locked in. We build up volume in advance and hold frequency on release days instead of ramping up toward the end.

The film’s audience is not “interests: movies”

We assemble the viewer by theme, cast, adjacent releases and behavior, not by a generic category.

A festival task is not about mass

Sometimes you need not thousands of viewers, but a few hundred of the right people. Such campaigns are measured differently and cost less.

What we do so the budget turns into tickets

A purchase event where there “is none”

Tickets are sold by Fandango, AMC, Regal — there is never access to their systems. We place the event on the deepest available step — the purchase click — and optimize for it, not for clicks.

An audience by theme, not “interests: movies”

Cast, adjacent releases, festival communities, micro-geo around theaters: in walkable New York — a mile around the venue, in car-bound Los Angeles — a 5–7-mile driving radius.

Phases matched to the theatrical window

Audience collection → warm-up → maximum pressure on release days. The budget is distributed around the release date, not spread evenly per day.

Creatives are switched off by data

On a documentary release two creatives delivered 80% of results — after every phase the budget moves to proven ad combinations, the underperformers are switched off early.

Release results

Theater play in New York

Meta was blocking payments — we still sold the tickets, every dollar returned $12

$2,515
Ad spend

241
Ticket purchases

$30,942
Revenue

1130%
ROMI

10,286 ticket checkouts in one month of a limited indie film release in the US and Canada

A month of release, $91,000 budget — and no ticket sales data

$91,290
Ad spend

10,286
Ticket checkouts

Indie film (US theatrical release)

Ticket sales could not be tracked — sold out the premiere by optimizing for checkout

$38,869
Ad spend

2,405
Ticket checkouts

Release results

Documentary film (TVOD, US)

Scaled a TVOD release 5x — CPA dropped by 40%

$17,268
Ad spend

8,762
Initiated checkouts

Documentary film (TVOD on streaming)

Ads linked straight to streaming, conversions invisible — drove the click-through down to $0.12

$6,796
Ad spend

55,050
Film page click-throughs

Short film (Oscar shortlist)

$1,111
Ad spend

17,971
Interactions

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies