BALANDIN/AGENCY

Meta Ads for film promotion

Proposal from Balandin Agency

Theatrical, digital release and festival campaigns. The ticket is most often sold not on your website — so we optimize for the event that is actually available, and do not confuse reach with a sale.

8,762

initiated checkouts at $1.97 — a TVOD release

–40%

CPA while scaling the campaign 5×

What usually hurts

The ticket sale cannot be tracked

The theater and the aggregator do not share the purchase event. In the theatrical release case we optimized for the checkout click — 2,405 purchase clicks, and that turned out to be a working proxy.

The theatrical window is shorter than the learning phase

A release has weeks, the algorithm has days to learn. Campaigns are warmed up before the premiere, on trailers and interest, so that by the date delivery is already stable.

You need specific people, not viewers

A festival campaign sells not a ticket, but the industry’s attention. In the Oscar shortlist case the targeting collected 17,971 engagements with the professional audience on a budget of just over a thousand dollars.

What we do

A proxy event instead of the purchase

When the box office is unavailable — optimization for checkout, a click to the platform or the start of viewing.

Warm-up before the release

The trailer and interest are collected in advance; retargeting on the premiere date hits an already warm audience.

TVOD and platforms

Campaigns for digital release with the way each platform counts taken into account.

A precise industry audience

Campaigns aimed at the professional community — for festival and awards tasks.

Creative for the genre

Editing for the platform: vertical, the first three seconds, subtitles. We cut the videos ourselves.

The numbers we rely on

$1.97	per initiated checkout in a TVOD release, 8,762 of them
$16.16	per ticket-purchase click, theatrical release
$0.06	per engagement with the professional audience

Case studies: Meta Ads for film promotion

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

Case studies: Meta Ads for film promotion

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

egor@balandin.agency

Telegram @balandin_egor

30-minute call

All case studies