

Luxmite Events witnessed **18x ROI** on ad spends with **AdOnMo Hyperlocal Campaign**

Objective

The client wanted to **maximise ticket sales** for an upcoming Sonu Nigam concert in Pune.

Solution

AdOnMo executed a **QR enabled hyperlocal campaign** to target people living in the residential colonies within a **5 km radius** of the concert location.

Targeting

PUNE
City

259
Screens

283K
Unique Reach

5 KM
Radius

Results

18X
ROI on Ad-Spend

1100
Tickets Sold

