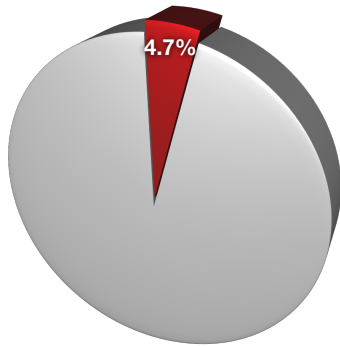




Case Study

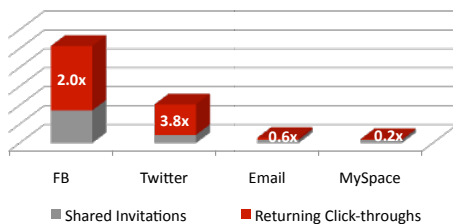


“Using invite.me.to for the Treasure Island Festival over the past two years has greatly increased our social media exposure, and this year’s full integration with invite.me.to was a significant contribution to achieving our first ever sell-out.”

- Stacy Horne, Producer, Noise Pop

Key Results

- 4.7%** of all web traffic came from links shared via invite.me.to
- 2.2%** CTR of unique visitors to share the event
- 31%** of returning clicks were from Twitter, despite being 17% of sharing



The **Treasure Island Music Festival**, produced by Noise Pop and Another Planet Entertainment, is an annual 2-day music festival that takes place on Treasure Island, California, located in the San Francisco Bay.

The festival, which attracts over 10,000 attendees per day, began working with invite.me.to in 2008 featuring basic Facebook functionality, resulting in a **46% increase in Facebook activity** in just 5 days vs. the 3-month total.

sent via invite.me.to

- @killkari Road Trip Anyone? Treasure Island Music Festival in San Fran Oct 18th
- @LilJezika This would be the weekend to come to San Francisco. Rally up kids!
- @agroffman I want to go to Treasure Island Music Festival! MGMT, Girl Talk, Passion Pit & more



From the beginning, Noise Pop and invite.me.to worked together on the 2009 festival, integrating a **customized invite.me.to button** directly onto the festival home page.

The result was better distribution with fans on social media and a sold out event.

We can help you promote your event, contact us!

invite.me.to, founded in San Francisco, CA in 2008, delivers performance-based solutions for marketing events on social media.



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