

# DICE × YVES TUMOR

ARTIST CASE STUDY

## Selling out events with zero marketing spend

Whether they’re subverting gender norms in art or navigating the music industry, Yves Tumor is an artist who does things their way. As part of London’s Warp Records roster, they sit within a scene that prides itself on individuality and independence.

### THE LOWDOWN

93%

of the first event’s tickets sold on day one

9.2K+

tickets sold across 15 UK events with no marketing spend

6K+

fans on Waiting List for 15 UK events



Credit: Paul Kooiker



DICE works with the world’s best venues, artists and creators to get people out more

AVANT  
GARDNER

ELSEWHERE

PRIMAVERA  
SOUND

SCALE

sónar

TECHSUPPORT

Become a partner

CONTACT DICE

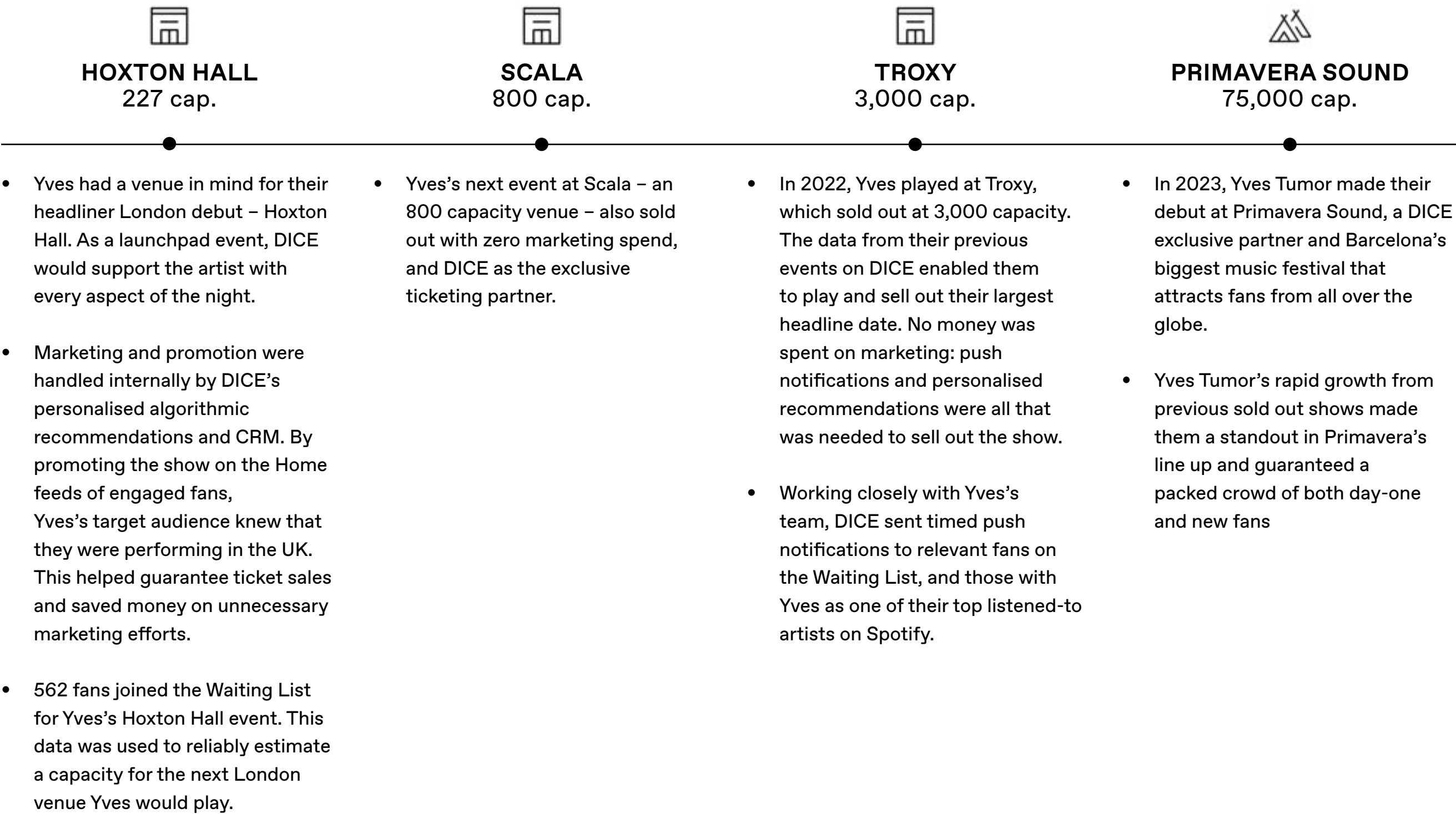
# Brief



Yves was looking to headline their first UK event, with long-term goals of growing as an artist, selling out bigger venues and reaching more fans. Their team was keen to run an exclusive show with DICE, which leaned on DICE’s exclusive partner network, and gave fans an amazing live experience.

# Artist Strategy

Every event with DICE has its own tailored strategy to minimise marketing spend while maximising sales:





# Results

As a DICE partner, Yves is in total control of their events and continues to grow their audience their way.

Yves’s team is able to make informed decisions using in-app data to plot the artist’s growth and by leveraging DICE’s push notifications, targeted algorithm, and personalized recommendations to continue to scale up without spending money to remarket events. For example, around 2,000 fans on the Waiting List received push notifications for an

upcoming Yves event, and 1,000 of them made purchases instantly. Since selling out Troxy, Yves Tumor has performed in multiple international festivals in 2023 and continues to headline high-capacity venues. The data they’ll be able to gather about their fans using the platform will help them continue to break through the scene with DICE.

## THE LOWDOWN

8x

increase in shows played YoY

50%

purchase conversion rate using retargeted in-app push

\$0

marketing dollars spent on 3k capacity sold out show

83%

increase of room capacity booked since working with DICE



“Yves Tumor has a very specific vision, and we wanted the right opportunity for our London event. Even when we already had a venue in mind the team at DICE were there to make it happen. Their support and insights were invaluable when it came to finding our audience and planning for future events. Having total control over events and our future in the UK is important and the team understands that.”

MAHSSA TAGHINIA, Manager



DICE works with the world’s best venues, artists and creators to get people out more

AVANT GARDNER

ELSEWHERE

PRIMAVERA SOUND

SCALA

sónar

TEKSUPPORT

Become a partner

CONTACT DICE