# DICEXYVESTUMOR

# 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

of the first event's tickets sold on day one

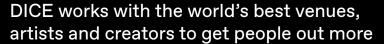
9.2K+

tickets sold across 15 UK events with no marketing spend

6K+

fans on Waiting List for 15 UK events











### 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:



**HOXTON HALL** 227 cap.



SCALA 800 cap. 圖

**TROXY** 3,000 cap.

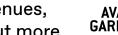


PRIMAVERA SOUND 75,000 cap.

- Yves had a venue in mind for their headliner London debut - Hoxton Hall. As a launchpad event, DICE would support the artist with every aspect of the night.
- Marketing and promotion were handled internally by DICE's personalised algorithmic recommendations and CRM. By promoting the show on the Home feeds of engaged fans, Yves's target audience knew that they were performing in the UK. This helped guarantee ticket sales and saved money on unnecessary marketing efforts.
- 562 fans joined the Waiting List for Yves's Hoxton Hall event. This data was used to reliably estimate a capacity for the next London venue Yves would play.

- Yves's next event at Scala an 800 capacity venue - also sold out with zero marketing spend, and DICE as the exclusive ticketing partner.
- In 2022, Yves played at Troxy, which sold out at 3,000 capacity. The data from their previous events on DICE enabled them to play and sell out their largest headline date. No money was spent on marketing: push notifications and personalised recommendations were all that was needed to sell out the show.
- Working closely with Yves's team, DICE sent timed push notifications to relevant fans on the Waiting List, and those with Yves as one of their top listened-to artists on Spotify.
- In 2023, Yves Tumor made their debut at Primavera Sound, a DICE exclusive partner and Barcelona's biggest music festival that attracts fans from all over the globe.
- Yves Tumor's rapid growth from previous sold out shows made them a standout in Primavera's line up and guaranteed a packed crowd of both day-one and new fans















### 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

increase in shows played YoY

50%

purchase conversion rate using retargeted in-app push

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



