



Case Study

About Comic Con

Comic Con India (CCI) is a series of annual comic-based conventions held in India. The first edition was held in New Delhi in 2011 and over the years has expanded to other major cities in India such as Mumbai, Bangalore, Pune, Hyderabad and Ahmadabad.

Average Footfall at any Comic Con 40K-70K People Walk-in

Challenge

* To Enroll more stall
vendors for the event,
where stall costing
starts from ₹1Lac

* To sell More Tickets for comic con

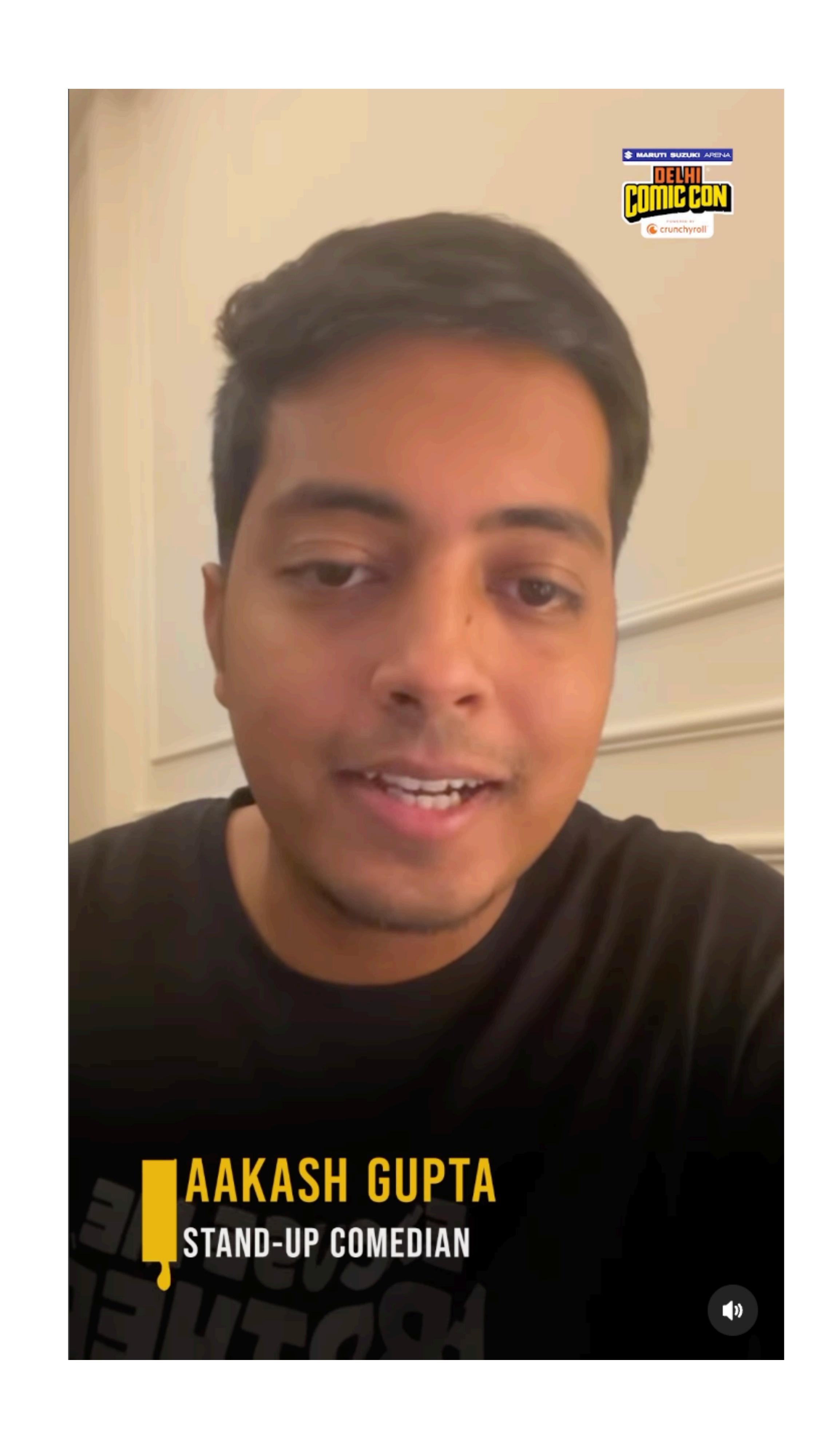




Solution

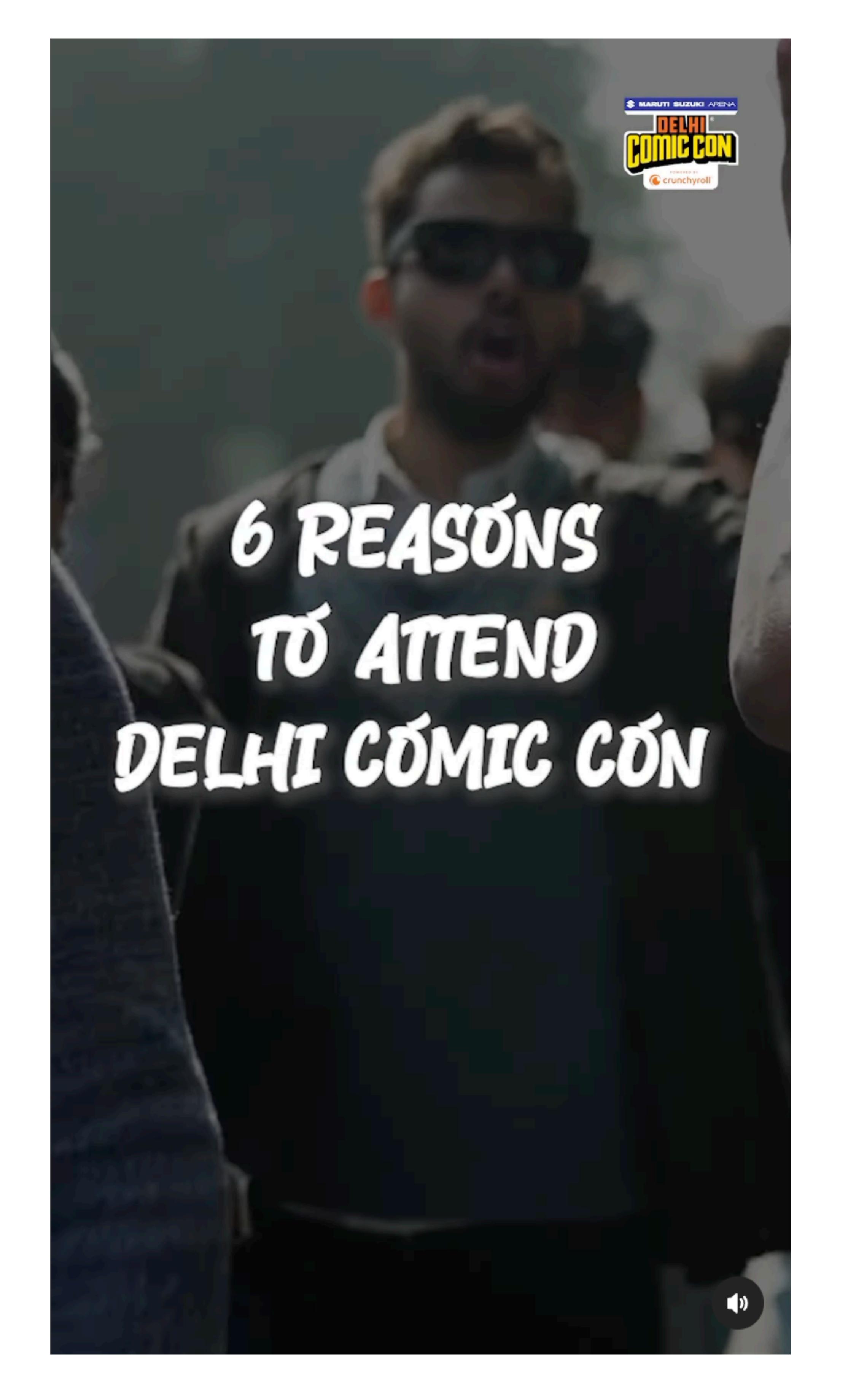
* Team Miisul Drove
Successful Campaigns
on Facebook and Google
to attract visitors.

* Used previous year
Vendors Data of around
and Generated new data









Results

- * Got Registered
 30 Vendors at cost of Rs. ₹2.2
 Lacs which generated a revenue
 of 48.9 Lacs.
- * Team Miisul sold more than 22,000 tickets with a ad spent of 22.3 Lacs, thereby Generating a revenue of 1.76Cr (Approx)





Initial Amount Spent - ₹20.5K

Results Matter

ROAS Return on Ad Spent

