

# Helmingham Hall Case Study

Meta Ads

## At a glance

Helmingham Hall is a historic estate known for its exquisite gardens, rich history, and timeless charm. The estate is owned by the Tollemache family and was built in 1480.

Today, it continues to enchant visitors with a fantastic programme of events and renowned gardens, which are open every year to the public from May to September.

## Paid Social

Working with a £6,500 media spend to create a top of funnel audience of event responders who can be moved through the purchase funnel with ads to drive traffic to the website and remarket those who visit but don't buy on their first visit.



**£86,519**

Ticket Sales From Meta Campaigns



**1,332%**

Return On Ad Spend



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## CHALLENGES



Helmingham Hall Gardens has run the Illuminated Garden Trail for many years we have helped it to grow to one of the premier Christmas events in East Anglia.

For the 2024 event their target was to sell £500,000 worth of tickets for the Illuminated Garden Trail event which runs for four weeks over the festive period. This event is their biggest of the year.

## SOLUTIONS



Throughout the we focused on creating a sales funnel with promoted early bird tickets at launch as well as building an engaged audience that could be moved through the funnel through organic content and ads.



**Event  
Responses**



**Website Traffic  
for Sales**



**Remarketing for  
Sales**

## RESULTS



### REACH

1

The campaigns reached over 230,000 Meta accounts serving nearly 1.9 million impressions.

### TRAFFIC

2

The campaigns drove over 21,500 clicks to the website along with over 5,000 event responses giving us a highly engaged audience to work with.

### SALES

3

1,309 purchases with the middle of funnel campaign achieving a 15.62 ROAS and bottom of funnel 14.89 ROAS.