

CASE STUDY

Turning Event Traffic
into Ticket Sales with
Real-Time Optimization

P13R
HBKN

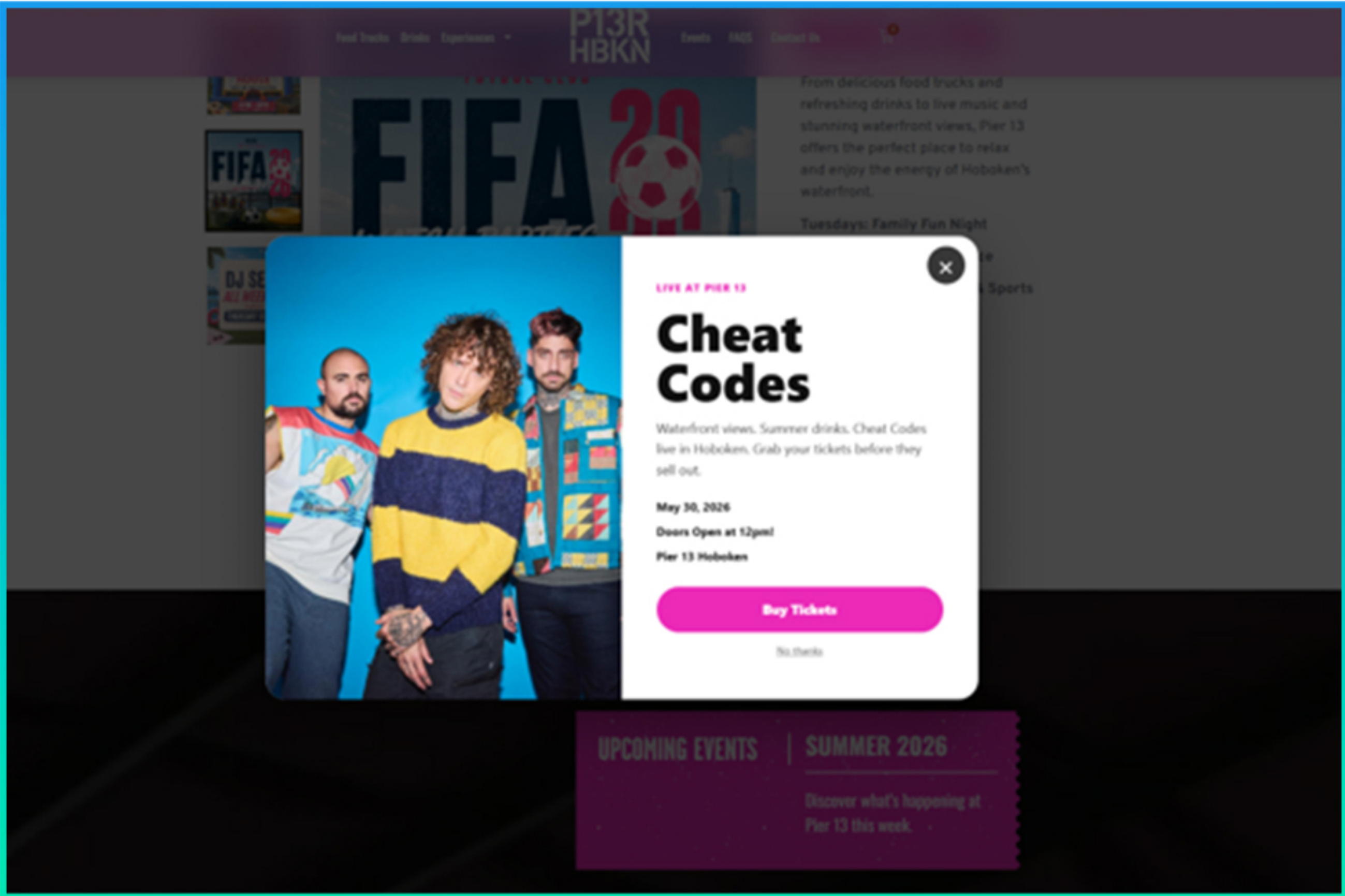
How Pier 13 Hoboken used InstaVert's exit-intent technology to convert casual browsers into ticket buyers – achieving a **17.78% conversion rate over 30 days** without rebuilding a single page.

THE STRATEGY: CAPTURE EXIT INTENT, CONVERT IN THE MOMENT

Instead of relying on static CTAs or hoping users would navigate to event pages, InstaVert was deployed to intercept high-intent visitors before they left the site.

A real-time exit-intent trigger was configured to launch a targeted promotional overlay for the Cheat Codes event, delivering a clear value proposition, event details, and a direct ticket purchase CTA exactly when users were about to abandon the session.

This wasn't a generic pop-up. It was behavior-driven, dynamically triggered, and aligned to user intent in-session, without requiring page reloads or waiting for test cycles.



THE RESULTS:
IMMEDIATE IMPACT ON CONVERSIONS

Over a 30-day period, Pier 13 Hoboken generated:

23,131

TOTAL
SESSIONS

4,112

CONVERSIONS TO
THE EVENT PAGE

1,243

CONVERSION
RATE



This level of performance would be nearly impossible to achieve through traditional A/B testing timelines. InstaVert enabled immediate optimization and rapid iteration based on live user behavior.

TRAFFIC ANALYSIS:

UNDERSTANDING THE TRAFFIC MIX

Traffic analysis revealed a heavy concentration in referral (46%) and paid channels (27%), with smaller contributions from organic and direct.

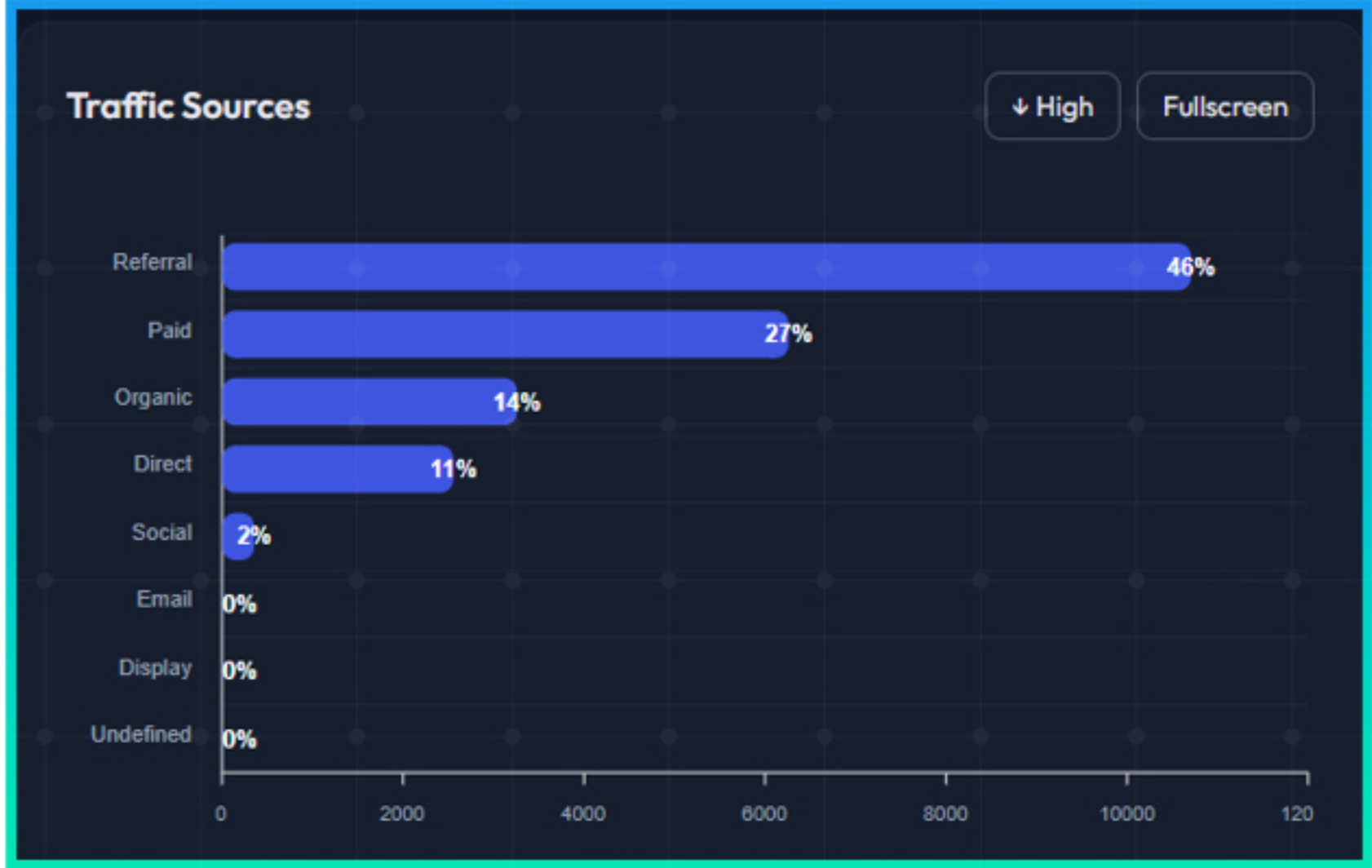
THIS MATTERS BECAUSE:

PAID TRAFFIC

High cost, high intent → Must convert efficiently

REFERRAL TRAFFIC

Contextual intent → Needs immediate relevance

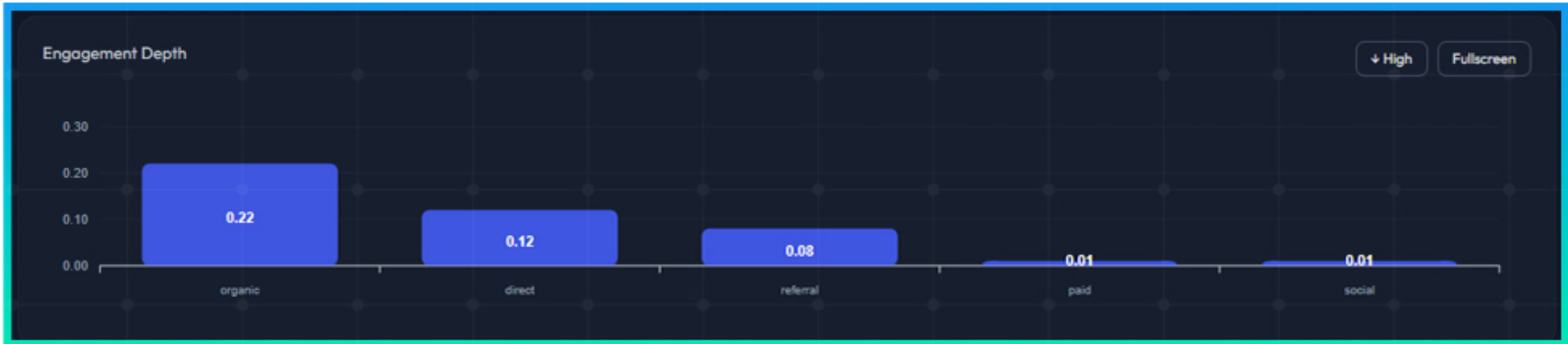


InstaVert ensured both segments were monetized more effectively by adapting the experience in real time.

ENGAGEMENT INSIGHTS:

WHERE USERS WERE FALLING OFF

Engagement depth data showed clear drop-offs, especially across paid and referral visitors. These users were arriving, browsing briefly, and leaving without taking action.



Rather than redesigning the entire site or waiting weeks for test results, InstaVert targeted these exact moments of disengagement and inserted conversion opportunities dynamically.

AI-POWERED:

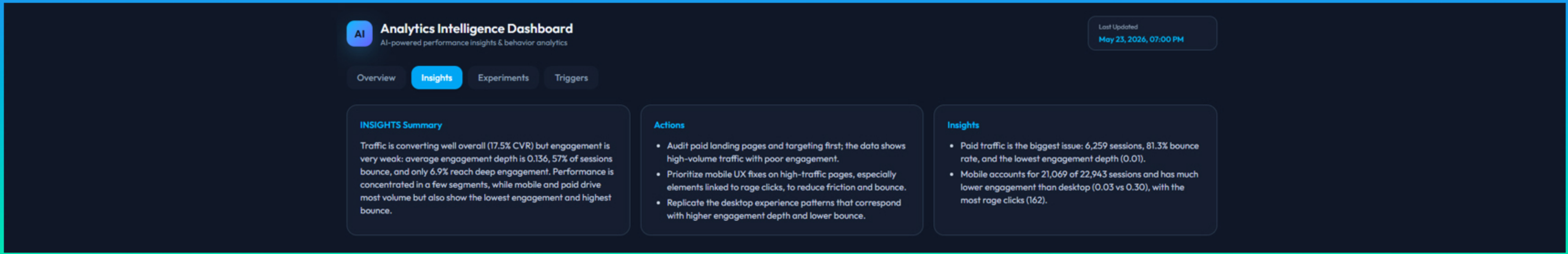
OPTIMIZATION RECOMMENDATIONS

InstaVert’s AI analytics layer surfaced key opportunities:

- ✓ Paid traffic had the **highest bounce rate (~65%)**
- ✓ Mobile users showed **stronger engagement than desktop**
- ✓ Certain traffic segments had **low engagement but high exit rates**

From this, the platform recommended:

- ✓ **Prioritizing** mobile-first overlay experiences
- ✓ **Increasing** visibility of event promotions for paid traffic
- ✓ **Replicating** high-performing engagement patterns across lower-performing segments

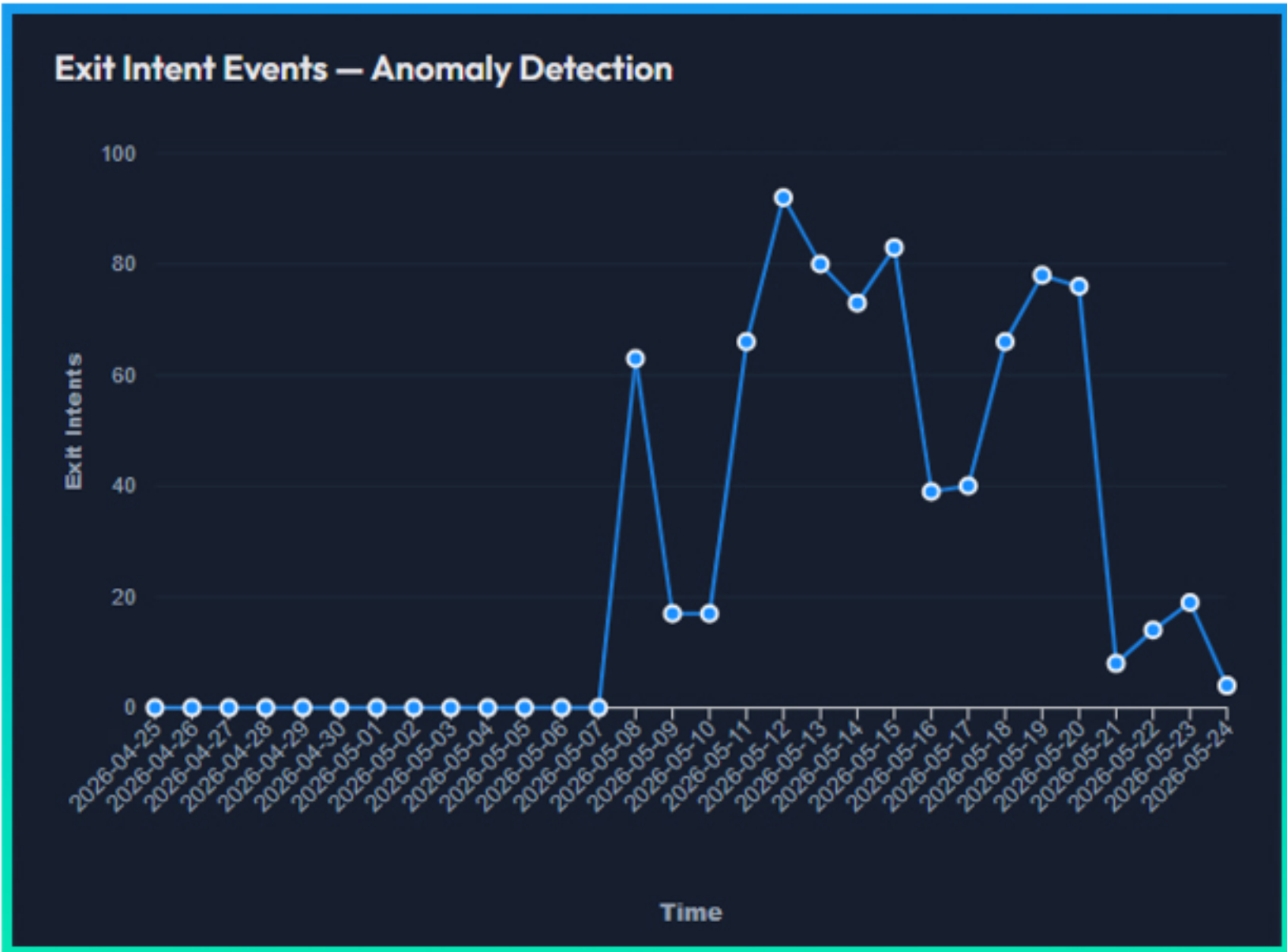


ANOMALY DETECTION:

DETECTING OPPORTUNITY IN REAL TIME

Exit-intent anomaly detection revealed spikes in abandonment behavior across specific time windows.

Instead of analyzing this after the fact, InstaVert acted on it immediately, triggering overlays during peak exit periods to recover otherwise lost conversions.



TRIGGER CONFIGURATION:
THE TRIGGER THAT DROVE IT ALL

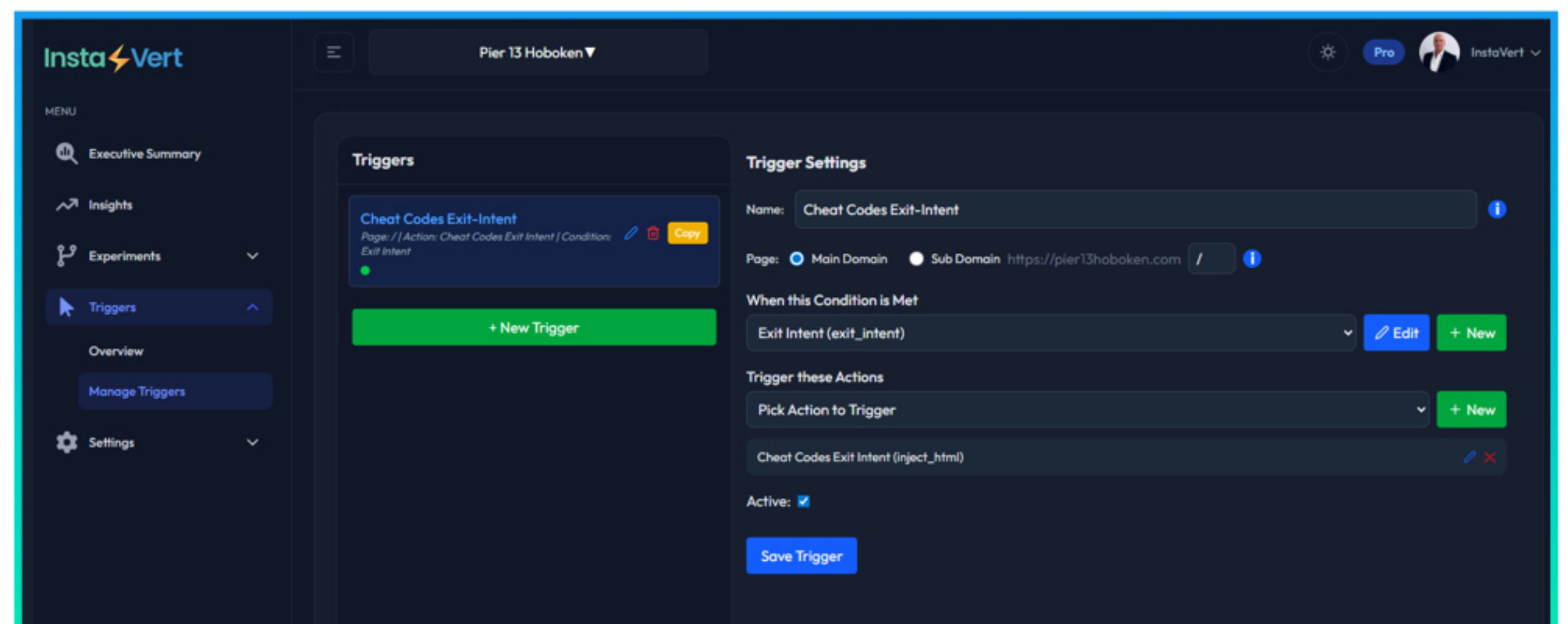
THE ENTIRE EXPERIENCE WAS POWERED BY A SIMPLE BUT POWERFUL TRIGGER:

CONDITION: Exit intent detected

ACTION: Launch Cheat Codes event overlay

ENVIRONMENT: Real-time, in-session execution

- ✓ No delays.
- ✓ No sample size requirements.
- ✓ No waiting weeks for statistical significance.



WHY IT WORKED?
NO REDESIGN. NO REBUILD. JUST RESULTS.

PIER 13 DIDN'T REDESIGN THEIR WEBSITE.
THEY DIDN'T REBUILD FUNNELS.
THEY DIDN'T WAIT MONTHS FOR TEST RESULTS.

THEY SIMPLY:

 **IDENTIFIED**
HIGH-INTENT MOMENTS

 **DELIVERED**
THE RIGHT MESSAGE AT THE RIGHT TIME

 **ADAPTED**
THE EXPERIENCE DYNAMICALLY



THE BIGGER TAKEAWAY
FROM PASSIVE WEBSITE TO ACTIVE CONVERSION ENGINE

Most websites are passive; they present information and hope users convert.

Pier 13 Hoboken transformed their site into an active conversion engine, using real-time behavioral signals to guide users toward action.

"The result wasn't incremental improvement. It was immediate, measurable impact."