

tag digital

Events PPC Specialists

tagdigital.co.uk



Who we are



Tag Digital are Events PPC Specialists. Operating internationally with clients and campaigns in over 40 countries.

Exhibitors, visitors, speakers, sponsors, delegates, subscriptions, downloads and many more; we run campaigns for them all. Our global client list means that our campaigns run in over 40 countries, various time zones and multiple languages. We have an unparalleled understanding of PPC in the global event sectors.

Tag Digital are a super strong, highly skilled team who understand what events companies and publishers need to deliver. Certified as a Google Premier Partners, Bing Agency & Facebook Blueprint Agency – we have the technical skillset and account management knowhow to deliver happy clients and excellent results.

What we do



Display

Display is where we go to drive our new users and data. Building enhanced programmatic campaigns using keywords, affinity audiences, custom audiences, management placements to ensure that we drive direct conversions rather than view through is important to us. Our clients look for conversions over impressions so we have to make every click count.

Search

Everybody searches and search is a vital part of our campaigns, ensuring we have the correct structure that allows us to target users we think will convert as well of lots of brand new data. We employ a variety of strategies that we know works in the world of events & publishers and will help you predict your results. There are plenty tips & tricks we can offer to ensure you hit the lowest possible cost per acquisition!

Social

Ensuring an integrated approach and reaching your potential customer on social is key. We use a multitude of targeting across interests, jobs, demographics, income level, seniority, competitors, show sectors, and much more – along with a selection of ad formats best suited to their placements on Instagram or mobile. We can advise on the best channel mix, budget allocation and projected results depending on your sector, event or publication.

Tag Management

As part of our campaign set up – we offer an inclusive Tag Management service through Google Tag Manager. This means that we take the responsibility of all your tag set up across all platforms. This gives us and you the confidence that your campaign is correctly tracking and reporting properly.

Analytics

Analytics can become complex – we have set up every type of analytics structure you can think of, and offer the service to take the hassle out of doing this yourself. We work across google & adobe analytics in conjunction with Google Tag Manager and can sort out all your requirements – ensuring tracking works and reporting is clear.



CASE STUDY

Licensing Expo

SEARCH

SOCIAL

DISPLAY

TAG MANAGEMENT

ANALYTICS

LAS VEGAS
LICENSING
EXPO 2017

Company:
UBM Americas

Location:
Santa Monica, CA

21% of all pre-registrations

66.1% average
verified registration

What was the goal?

To drive new data, exhibitor leads, content downloads and attendee registrations from the global licensing community.

How did we do it?

We ran top, middle & bottom of the funnel campaigns across Google, Bing, Facebook, Twitter, LinkedIn & YouTube.

This covered all campaign types – search, RLSA, remarketing, display, interests, job titles and competitor targeting.

We also created several shared databases for RM across various affiliates.

“Tag Digital has lead our PPC campaigns for our premier event for three years and it has been an absolute pleasure working with them. Not only are they extremely responsive, but their attention, creative influence and execution on our campaigns has resulted in an encouraging increase of our pre-registrations and sales leads.”

Nick Pucci
Marketing Manager



CASE STUDY

Dubai World Trade Centre

Future Blockchain Summit

SEARCH

SOCIAL

DISPLAY

TAG MANAGEMENT

ANALYTICS



Company:
Dubai World Trade Centre

Location:
Dubai, UAE

What was the goal?

To drive new data, registrations and conference attendees from the international community for a launch event in Dubai. There were challenges around blocks on key terms and audiences - however we were able to deliver ROI 685%.

How did we do it?

Combining various stages of the funnel campaigns segmented by objective across Google, Bing & YouTube.

Overall CPC campaigns delivered 31% of all registrations for the event. Across key target countries for a launch event.

685% ROI delivered on conference.



CASE STUDY

Big 5 Egypt

SEARCH

SOCIAL

DISPLAY

VIDEO

dmg events

Company:

DMG

Location:

Dubai/Egypt

Total impressions:

20,054,503

Total conversions:

5,942

What was the goal?

To deliver free visitors to a construction event in Egypt.

How did we do it?

We utilised a global strategy working on key events in Dubai, Kenya & Egypt - then implemented search, remarketing, display & social across Google, YouTube, Facebook.

+40% of pre registrations came from PPC.

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