

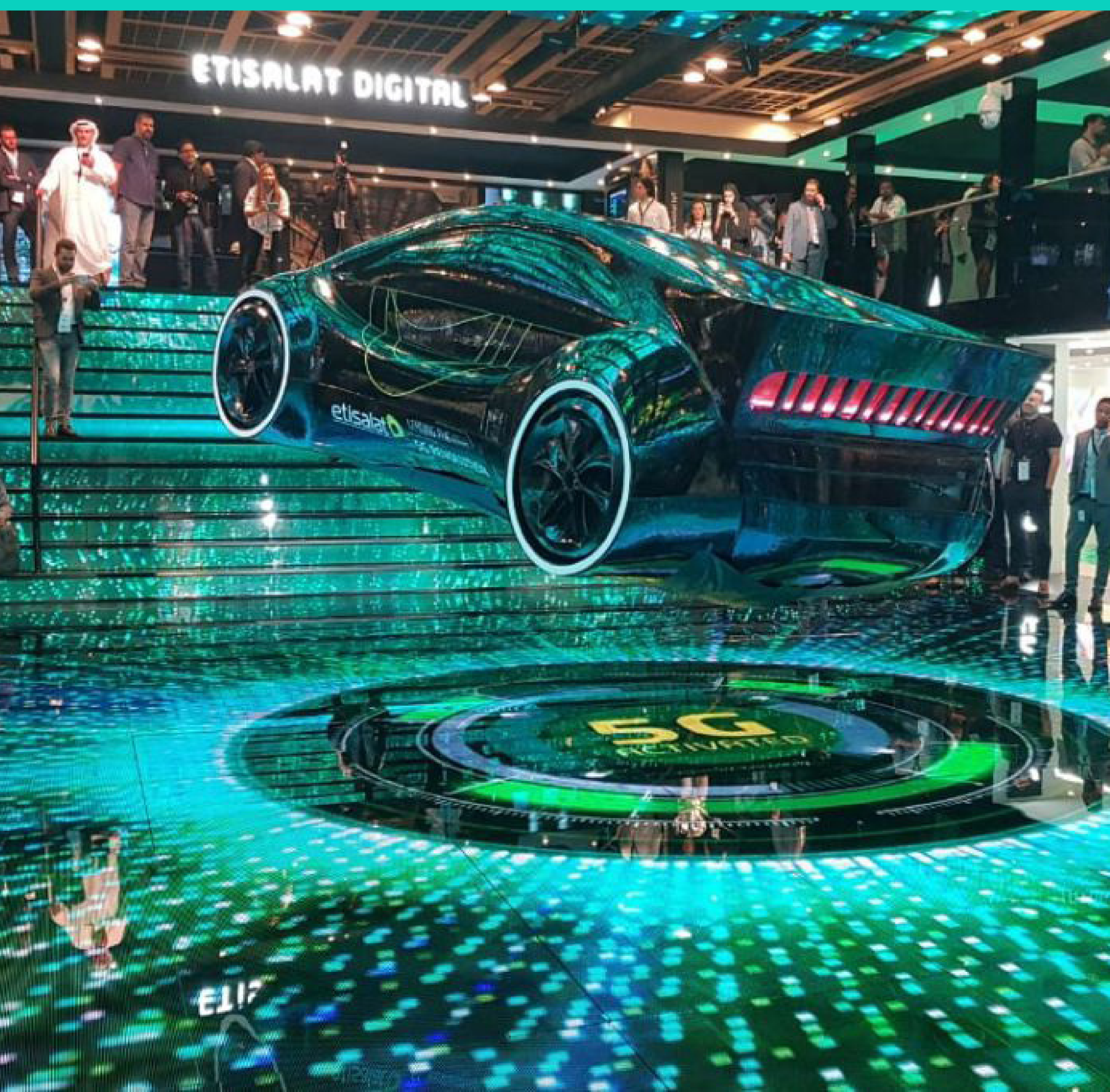
Case Study

Ai Everything

by Gitex

tag digital

AI Everything is an Artificial Intelligence conference created for governments, businesses, social enterprises, and the creative economy.



The Challenge

Organisers asked Tag Digital to develop a PPC campaign strategy to:

- Raise brand awareness for the launch event
- Generate website traffic
- Drive conversions

The Approach

Tag Digital ran campaigns primarily on Google, as well as on Facebook.

- We used display advertising to drive awareness for the show by setting:
 - Placement targeting by top national and international websites, Gmail and YouTube
 - Custom Intent audiences based on keyword research findings
 - Geo-specific campaigns
- Different audiences were created including; remarketing to website traffic across campaigns, lookalike on converted audience and audiences based on specific interests and job titles.
- Implemented smart creatives to bring more traffic and have higher exposure compared to standard search ads and banners.
- Used video advertising to move the target audiences along their custom journey towards conversion.
- Search campaigns and content specific remarketing were used to drive conversions.
- Implemented smart bidding strategies to maximise campaign performance and budget based on client goals.

The Results

- +4800 Conversions
- +25 million Impressions
- +53,000 Clicks