

Case Study

Media 10

Ideal Home Show and Eat & Drink Festival

tag digital

Media 10 Ltd is an award winning events and publishing company. As part of their remit, Media 10 Ltd create and organise domestic and international consumer and trade events including; Grand Designs Live, the Ideal Home Show and Design Shanghai.



MEDIA 10

**eat &
drink**
FESTIVAL


ideal
HOME SHOW

Tag Digital worked with Media 10 to drive ticket sales and boost their event attendance for the Ideal Home Show (IHS) and the Eat & Drink Festival, within the IHS. Following strong results Media 10 increased campaign spend by >500%.

The Challenge

To drive ticket sales for the Ideal Home Show and Eat & Drink Festival.

The Approach

Google

- Several different campaigns were created on Adwords across branded and non branded bottom of funnel (BoF) and middle of funnel (MoF) search, remarketing and display.
- Smart bidding strategies were integrated including maximise conversions and target cost-per-acquisition (CPA), as well as utilising thousands of different keywords in order to optimise for conversions.
- Various different ad copy to ensure that ad group performance was continually optimised.

Facebook

- We integrated several data lists to our campaigns to show each list different ticket price offers.
- Different audiences were created including; remarketing to website traffic across campaigns, top of the funnel (ToF) lookalike on converted audience and audiences based on specific interests.
- Ads were run across Facebook and Instagram feeds, as well as on Instagram stories.

The Results (Google & Facebook)

- 9.2 million impressions
- +150,000 clicks
- +16,000 conversions
- <£4.00CPA

YoY Comparison

- Campaign spend increased by >500%
- Conversions increase ≈1300%