

Case Study

dmg events:

The Big 5 Egypt

tagdigital

dmg events is a leading organiser of international exhibitions and a publisher of trade magazines. They run events across over 25 countries in Middle East, Europe, Africa, the US and Asia. dmg events' portfolio of products includes exhibition brands such as The Big 5 construction events, GASTECH and The Hotel Show to name a few.



dmg events



The Challenge

To deliver visitor registrations, brochure downloads, workshop signups and exhibitor enquiries, as well as to drive new traffic to The Big 5 Construct Egypt event website.

The Approach

- We ran campaigns across Google, Facebook, YouTube and LinkedIn.
- A large variety of campaigns were created, including remarketing, video, display, non-branded/branded search in addition to targeting different stages of the marketing funnel.
- We also used a variation of English and Arabic versions of the ads across Google, YouTube and Facebook, including Arabic landing pages.
- Arabic YouTube drove strong performance and high conversions.
- YouTube was a high performing platform when geo-location targeting was implemented.
- Across platforms different audiences were created including remarketing to website traffic, those that had filled out website lead forms and lookalike audiences on specific data lists such as "women in construction".

The Results (Google & Facebook)

- +52 million impressions
- +450,000 clicks
- +6,200 visitor registration conversions
- ≈790 view through conversions

YoY Comparison

- New website users increased >239%
- Website page views increased >115%

We have enjoyed working with the Tag Digital team for almost 2 years now and they continue to drive great results. They have been fantastic in developing a multi-platform strategy to achieve quality conversions for The Big 5 Construct Egypt event campaigns in particular. We look forward to working with the Tag Digital team on more of our event marketing campaigns in the near future."

Adele Laker
Head of Marketing, dmg events