

Case Study

Informa Markets

tagdigital

Informa Markets is the leading producer of world-renowned fashion tradeshow such as MAGIC, COTERIE, PROJECT, FN PLATFORM and CHILDREN'S CLUB. Uniting the most influential fashion retail decision makers and the world's top fashion brands, Informa Markets serves the \$1 trillion+ global fashion industry through comprehensive marketplaces in New York (NY Men's and NY Women's), Las Vegas (MAGIC) and Japan (MAGIC Japan). Their events cover all major fashion categories from men's, women's, and children's apparel, accessories, and footwear to manufacturing resources and service providers.



informa
markets

The Challenge

To drive website traffic and visitor registrations for each of their events across New York, Vegas & Miami. We supported them via a mix of brand and non-brand search, as well as display remarketing.

- Drive high quality traffic
- Deliver visitor registrations

The Approach

In line with the objectives, our campaigns on Google, Facebook, Bing/Microsoft and Instagram focused on driving conversions, using visitor registrations as our main KPI to measure performance.

- Tailored Google Search advertising served users relevant content at multiple stages of the customer journey
- Geo-location campaigns targeted potential attendees in the show's home cities of Las Vegas, New York and Miami
- Created custom intent audiences for users with browsing history of related keywords, interest in competitor events and competitor domains signifying a likelihood to convert
- Used remarketing lists and display marketing campaigns to specifically target previous website visitors who viewed relevant event website pages
- Supported struggling geo-locations with remarketing campaigns to previous website users and YouTube campaigns aimed at generating event awareness.
- Various different ad copy were tested to ensure that ad group performance was continually optimised
- Optimised campaign performance by monitoring metrics such as conversion rate (CR) and cost-per-acquisition (CPA), and utilising smart bidding strategies
- Instagram stories performed particularly well for this brand.

The Results

Informa Markets doubled their campaign budget for 2019, and campaigns delivered a 31% uplift in business. Overview of all campaigns across the Informa Markets 2019 portfolio:

49.5 million

Impressions

460k

Clicks

+23,000

Visitor Registrations

"It has been a pleasure working with the Tag Digital team over the past two years to scale the Informa fashion business. Tag provides both the strategic and tactical support needed to ensure that we are reaching the right audience with the right message at the right time.

Tag is highly responsive and an overall pleasure to work with, I would recommend Tag Digital to anyone looking for a digital agency"

Hasani Wharton

Senior Marketing Manager, Informa Markets