

Case Study

Informa

Life Sciences

**BioProcess International
US West 2020**

tagdigital

- > 3.19 million impressions
- 24 delegate registrations

BioProcess International US West is the the leading bioprocessing event on the West Coast, and part of the BioProcess International series. Paid delegates attend a conference which brings together the brightest minds in bioprocessing for 3 days of workshops, roundtables and discussions.



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The Campaign Objectives

To drive delegate registrations, where ticket prices reach 4 figures.

The Approach

- Though we always strive to improve YoY results, the added challenge was of working with a budget 30% smaller than in previous years across Google. We reviewed performance from previous years and for similar BioProcess International events, taking on these learnings.
- To reach new users, we shifted budget from Google Display to more remarketing and non-brand campaigns across Google. We segmented remarketing based on pages users had visited, to help improve site metrics including bounce rate and session duration.
- Paid Social advertising had been largely unused for similar projects, where LinkedIn had proved expensive with few results. Instead we used Facebook, and focused budget on remarketing to website visitors.

Overall Campaign Results

- > 3.19 million impressions
- 24 delegate registrations

YoY Comparison *(2018 vs. 2020)*

- Clicks +760%
- CTR +237%
- CPA 24% lower for delegate reg

** Please Note:*

No PPC campaigns were run in 2019