

# Case Study

# Informa Markets

VIRTUAL EVENT

Virtual Palm Beach  
International Boat Show

**tag**digital

Informa Markets work in over 10 specialist markets globally, operating major branded exhibitions and providing specialist content and data solutions that enable businesses and their markets to connect, trade and thrive.

## Overall Campaign Results

- Impressions: >7,930,000
- Registrations: >2,700  
(90% higher than projected target conversions)



The Palm Beach International Boat Show 2020 is run by Informa Markets and was the first ever virtual version of the event.

The Virtual Palm Beach International Boat Show is dedicated to connecting the community of passionate yachting and marine enthusiasts with almost 500 premier exhibitors.

## The Campaign Objectives

- To generate visitor registrations
- To drive new data

## The Approach

- Created ads on Google, Facebook, Instagram and YouTube to drive conversions, focusing on visitor registrations as our main KPI to measure performance
- Conversions on Google for this campaign were 168% higher than the projected target set
- Targeted audiences were created to bring in very high quality users



*Example Google Banner Ad*

- Significant research went into Bottom of the Funnel (BoF) keywords which resulted in over 400 conversions, with a strong click-through rate (CTR) and conversion rate

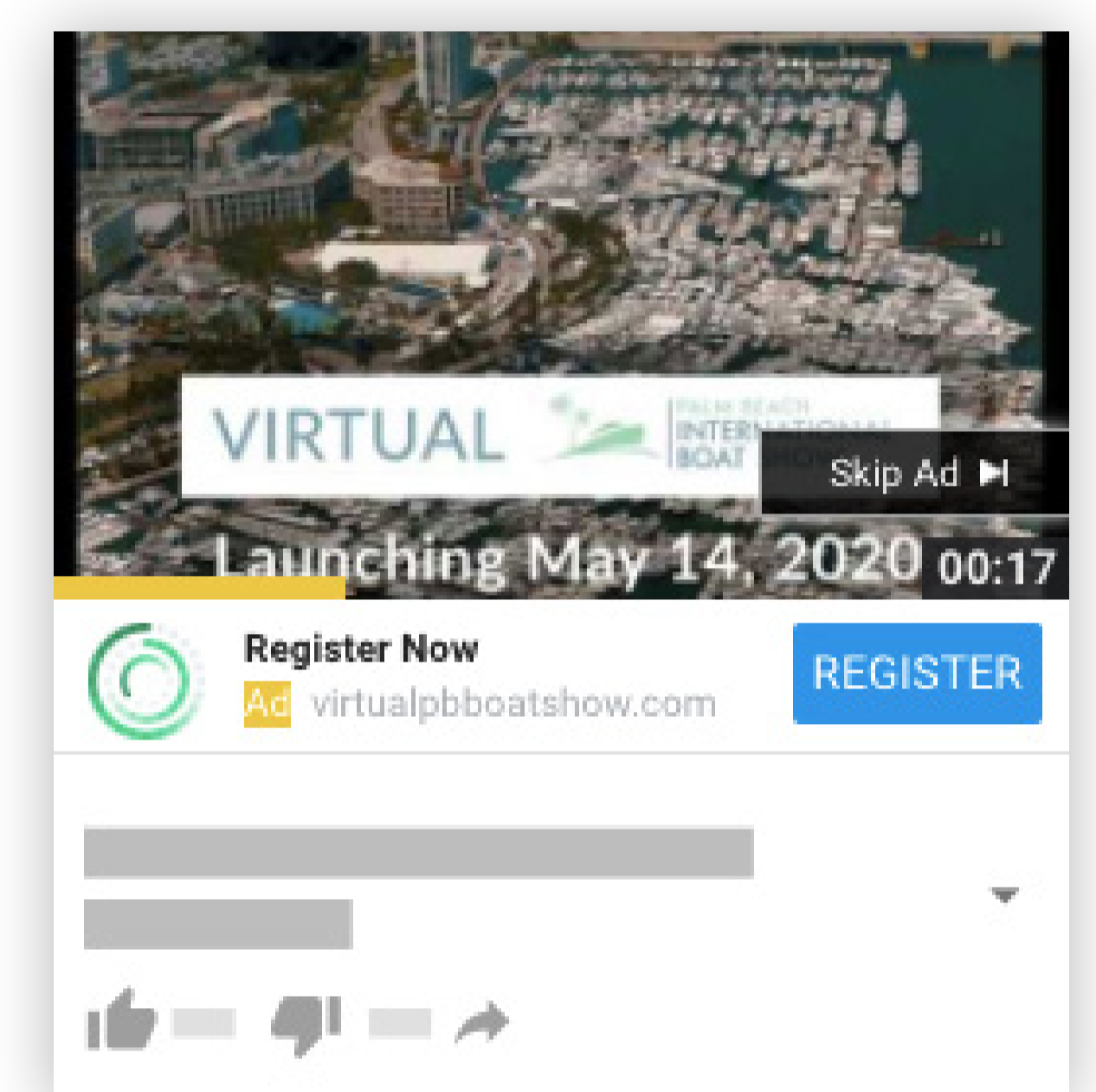
- Successfully generated conversions from new data, i.e. users that had never heard of the brand or visited the website before, through paid Search campaigns
- The Facebook campaigns were hugely successful for the event, with over 500 registrations overall
- Utilised video ad campaigns on Facebook, Instagram and YouTube



Facebook Image Ad



Facebook Video Ad



YouTube Ad

- The majority of Facebook conversions were from the US, followed by Spain, Italy and the UAE
- Bottom of the Funnel remarketing campaigns were introduced across Facebook to re-engage with previous website visitors who viewed relevant event website pages but had yet to convert. The remarketing audiences performed the strongest, with low cost-per-registration
- Created lookalike audiences on web visitors and on users that had previously engaged with the Facebook page to drive new data
- Campaign performance was monitored and optimisations were made regularly to review key metrics including conversion rate (CR) and cost-per-acquisition (CPA).

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**“We used a new agency called Tag Digital, which our digital advance team source and manage. They did a programmatic campaign that was both nationwide but also really stuck to the heart of where our core audiences are, so throughout the entire South Florida region. Nationally we did lookalike and matching campaigns to try to find new audiences and we were very successful at reaching that goal”**

**Lana Bernstein**

VP of Marketing, Informa Markets

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