

Case Study

Informa Markets

VIRTUAL EVENT

Digital Week

tagdigital

Overall Digital Week Campaign Results

- Impressions: > 1,734,000
- Registrations: > 1,700
- 69% lower than projected CPA

Digital Week is a virtual event that spans across 5 days. Created by Informa Markets in response to Covid-19 after they were forced to postpone their annual group of colocated shows. These shows included: IFSEC International, FIREX International, Facilities Show, Safety and Health Expo, Workplace Wellbeing Show and Intelligent Building Europe.

Pivot to Virtual

Key Results for IFSEC International - Live (2019) vs Virtual Event (2020):

- **Conversions +649% (197 vs 1,475)**
- **CPA was down 89%**
- **Cost was down 17.5%**



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.

The virtual event consisted of a programme of interactive and curated content including webinars, video interviews and live Q&A sessions, all accessible online from anywhere in

the world. Attendees could tune in to hear from industry leaders about what the journey for transitioning to normality might look like once circumstances have changed and how to plan accordingly.

Digital Week also provided the opportunity to connect with suppliers still operating despite the lockdown and learn about new product launches and technical reviews.

The Campaign Objectives

- To generate awareness of the digital event to their existing event audience
- To drive new data to the website to generate virtual event registrations from a global audience

The Approach

Google

- Capitalised on the high level of user intent that was present within the Google Search results. Consumers with brand-loyalty were most likely still be either looking to register for the physical event or find out more about whether an event would be going ahead as planned
- Allocated a large proportion of the budget towards Google Display remarketing - the audience most likely to convert given the circumstances and the short timeframe of the campaign

The Approach (cont.)

- Built separate remarketing audiences for each show vertical with individual creative assets to match
- Remarketing activity was targeted at a global level, given that the virtual event could be accessed from anywhere in the world. This provided Google with the maximum amount of data possible to work with when optimising for conversions through Smart Bidding strategies
- To reach new data, users who are unaware of the brand, a series of custom intent audiences were created for use across Google Display. These audiences contained users with a browsing history of related keywords, interest in competitor events and competitor domains signifying a likelihood to convert
- Across the Search Network, a small proportion of the budget was assigned to 'brand protection' to ensure that users searching for the original branded terms associated with the physical event would be directed to the Digital Week landing page, where they could register
- All branded Search and custom intent Display targeting was limited to the UK to increase lead relevance and make best use of budget spend.

Facebook

- The campaigns across Facebook and Instagram were set up as on-Facebook lead generation campaigns using the funnel approach
- Used a bottom of funnel (BoF) campaign, containing our remarketing audiences, and a middle of funnel (MoF) campaign, which contained our lookalike audiences.

Key Takeaways

- 89% of all conversions on Google and 65% on Facebook came from users who had either previously attended the event or had visited one of the websites associated with the event
- More international interest due to no limit on geo-location for the virtual event. Language as a barrier to entry was easily controlled using targeting settings
- The machine-based learning phase was completed faster than normal due to the increased size of audience pools within our target market. The platforms could identify key users within our audiences at a much earlier stage

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- Registrations: > 1,700 (159% > *projected conversions*)
- CPA: 69% lower than projected CPA

Pivot to Virtual

Live vs Virtual Event: Campaign Results Comparison

Due to Covid-19, IFSEC International was one of the five co-located shows that were grouped together under the name of 'Digital Week 2020' as part of the strategy to pivot to a virtual event. Having previously run campaigns for IFSEC International 2019 (in-person event), we were able to make a year on year comparison between the live 2019 event and the virtual 2020 event, looking specifically at the time period in which the virtual event visprom activity ran.

Key Results IFSEC –

Live (2019) vs Virtual Event (2020) – 4th –16th May:

- Conversions were up 649% (197 vs 1,475)
- CPA was down 89%
- Cost was down 17.5%

“Tag Digital were quick to help us create a visprom campaign strategy for our newly launched Digital Week. The campaigns delivered new leads and engaged our existing audience, it has given us a strong business case to continue running this type of campaign again in the future”

Lexie Taylor

Marketing Manager, Informa Markets

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