

# Case Study

# Reed Exhibitions

## International Jewellery London

**tag**digital

### Overall Campaign Results

- >549,000 impressions
- 1300 visitor registrations
- ≈£1.90 overall CPA

International Jewellery London (IJL) enjoys a heritage of showcasing the best of luxury materials, design and craftsmanship, and is the pre-eminent annual destination for the best of British fine jewellery, as well as leading brands from around the globe. Established in the fifties, IJL plays a pivotal role in the jewellery sector, as both influencer and mentor to many in the industry.



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## The Campaign Objectives

- To generate brand awareness
- To deliver high quality and relevant visitor registrations for the 2019 London event

## The Approach

- Launched a full Visitor Promotion (VisProm) campaign across search, display & social media
- Used a mix of brand and non-brand keyword targeting, as well as targeting users in varying stages of the funnel
- As IJL is a heritage brand, we used brand keywords to drive users searching these terms to register for the event for a low CPA in the final weeks of the campaign
- To generate new data, we launched a top of the funnel campaign across Facebook using interest based targeting, which drove over 240,000 impressions and 440 new visitors to the event
- Created lookalike audiences to engage with new middle of the funnel data across Facebook that performed particularly well

## Overall Campaign Results

- >549,000 impressions
- 1300 visitor registrations (UK & International)
- ≈£1.90 overall CPA

**“Working with Tag Digital was imperative for the success of the IJL campaign. On Google, we saw one of the best performing campaigns with a very low CPA, which helped to bring down overall CPA for the campaign and the event”**

**Monica Lino**

*Digital Marketing Executive, Reed Exhibitions*