

Case Study

dmg events:

VISITOR PROMOTION

Saudi Entertainment and Amusement Expo 2020

tagdigital

dmg events is an international exhibitions company hosting 80 exhibition events in 25 different countries. They work in over 6 core sectors including construction, energy, coatings, transport, hospitality and design.



dmg :: events

Saudi Entertainment and Amusement (SEA) Expo is the first trade event in Saudi Arabia that is dedicated to the entertainment and leisure sectors.

The expo brings the best product, services and technology brands from over 25 different countries in a bid to become the Middle East's entertainment and leisure hub.

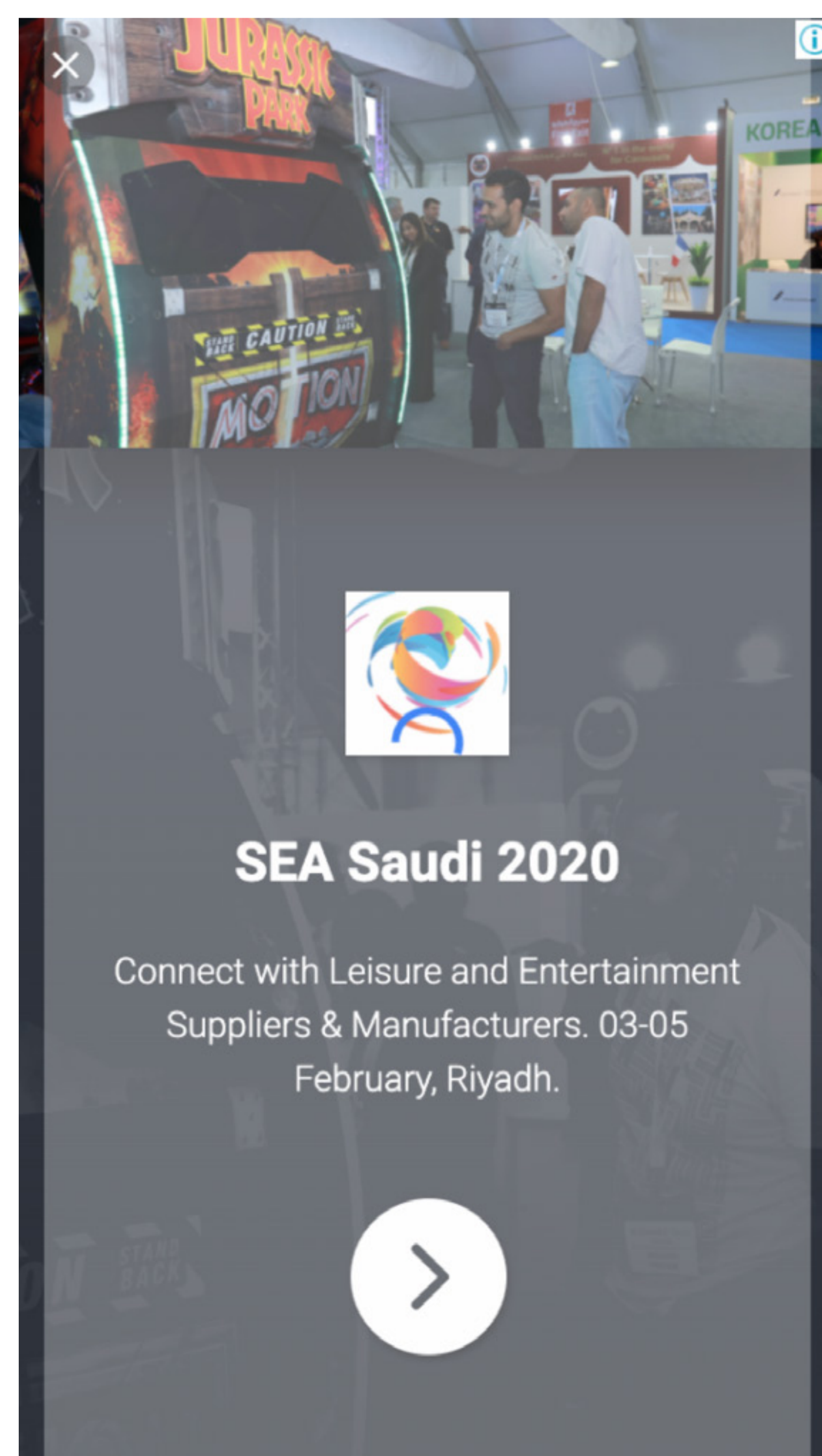
The Campaign Objectives

- To deliver visitor registrations from users in Saudi Arabia only
- To drive new users to the website through raising brand awareness

The Approach

- Targets were created based on Tag Digital benchmark data from the target industry and region as this was the first time working on SEA Expo
- Utilised Google, YouTube and Facebook in order to maximise conversions, with the majority of conversions generated from Facebook
- Used different ad types throughout the campaign including single images, slideshows and video ads

Preview
Google Ad
for Mobile



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معرض SEA Expo هو وجهة شاملة للمتخصصين في مجال الترفيه والتسلية والاستجمام. وسيكون هذا المعرض - الذي يُتاح حضور فعالياته مجانًا - منصة ملائمة لموردي see more...



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Meet Simon Townsend next week on 3 Feb at 17:30pm at the SEA Summit.



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Saudi Entertainment and Amusement Summit

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SEA Saudi 2020


Entertainment and Leisure Brands Showcasing the Latest Products, Services & Technology.

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Preview Google Ad



SEA Saudi Expo 2020



Saudi Arabia is on the Brink of a \$64 Billion Entertainment Revolution. 3-5 Feb, Riyadh.

[➔](#)

Preview Image Ad on Google

The Approach (continued)

- All levels of the funnel were targeted, using different types of messaging to target specific stages of the funnel:

Top of the Funnel (ToF)

This stage of the funnel was restricted to Facebook and was introduced to raise brand awareness. Audiences based on interests and job titles were created, with the interests audience performing particularly well.

Middle of the Funnel (MoF)

The intent for MoF users is stronger than ToF. Keywords on Google Search and custom intent targeting on Google Display were used. On Facebook, lookalike audiences based on the remarketing (RM) audiences created for Bottom of the Funnel were used.

Bottom of the Funnel (BoF)

This stage of the funnel is based on users that had already interacted with the event. More specific keywords were used across Google to reach these users. Brand keywords on Google were also used as the people that made these searches are likely to have very high intent as they are directly aware of the brand. Used RM on Facebook to users who had already been on the event website by using stronger messaging pushing the users to register.

- To generate new data to the website, lookalike audiences and top-level interest audiences were created across Facebook and awareness-based Display ads were used across the Google Display and YouTube Networks

Overall Campaign Results

IMPRESSIONS : > 2,260,000

VISITOR REGISTRATIONS : > 2,300 (200% above target)

CPA : 66% lower than target CPA (based on benchmark data from target industry and region)

"The team got the brief spot on. The ability of the team to communicate efficiently and implement campaigns that deliver the best results"

Shweta Rajan

Marketing Executive, dmg events

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