

Case Study

Informa Markets

VIDEO CAMPAIGN

kbb Birmingham 2020

tagdigital

kbb Birmingham is Europe's leading kitchen, bedroom and bathroom design show. The show provides a setting to source and specifies the newest and most exciting product launches from over 400 world-renowned brands.



Tag Digital created video content as part of the kbb Birmingham 2020 event PPC marketing campaigns, driving over 350 visitor registrations through video. Our event clients are often in need of more video content, or

just have outdated post show videos. Tag Digital's new **video offering** provided exciting and engaging new video content to promote the kbb Birmingham 2020 show and deliver impressive results.

Video Campaign Objective

To deliver visitor registrations using video across YouTube

The Approach

- As video continues to gain momentum, the client was faced with a lack of suitable video for an engaging YouTube ad, so they required the help of our video service to deliver the content
- Tag Digital utilised this cheap and effective ad format to create engaging video content to drive visitor registrations using YouTube
- Used remarketing to target users who had been on the kbb website in the last 30 days and excluded any previous converters
- The video was used as a skippable in-stream ad, which worked well as it was a short 30 second video
- As this was a remarketing campaign, clicks were directed from the video ad straight to the first page in the registration process

[Click to watch the kbb Birmingham event teaser video.](#)



Overall Campaign Results

VIDEO VIEWS : > 5,500

VISITOR REGISTRATIONS : > 350 (includes > 250 View-Through conversions)

CPA : 36% lower than for our usual non-brand search campaigns

"As a digital team we understand how important video has become to any digital marketing campaign. kbb Birmingham is a biennial show and therefore we needed an up to date video that we could weave throughout our visitor promotion campaign. The creation process of the video was smooth with Tag Digital understanding what we wanted from the video stylistically, as well as digital video marketing best practices that need be built into the edit. The video added some welcome variety to our campaign content and received a higher engagement rate versus other organic social posts. Overall, the video campaign had a lower CPA and higher impressions than our other non-branded campaigns"

Kieran Wombwell

Digital Marketing Assistant, Informa Markets

BOOK A CALL