

Case Study

dmg events:

The Big 5 Digital Festival Africa 2020

tag digital

VIRTUAL EVENT – VISITOR PROMOTION

Overall Campaign Results

- Impressions: > 2,230,000
- Conversions: > 1,130



SESSIONS | NETWORKING | PRODUCTS

11AM – 7PM GST | 21 – 23 JULY

**TRANSFORMING INFRASTRUCTURE
& CONSTRUCTION IN AFRICA**

[REGISTER FOR FREE VIRTUAL ENTRY](#)

dmg events

dmg events is an international exhibitions company hosting over 80 exhibition events in 25 different countries. They work in over 6 core sectors covering the likes of construction, energy and hospitality.

The Big 5 Digital Festival Africa is the first of the Big 5 events to be fully virtual, a format that is easily accessible for a global audience. The Big 5 is a series of trade events and exhibitions for the construction sector. In response to Covid-19, the event team adapted to market conditions and brought their exhibitors and visitors together to meet and do business in the online space across 3 days.

The Big 5 Digital Festival Africa addressed the most crucial issues facing the infrastructure and construction industry for generations. The programme delivered incisive, forward looking analysis and thought leadership, giving attendees the inspiration they need to guide their businesses through the current economic environment and emerge stronger.

The Campaign Objectives

- To raise awareness of the digital festival through their existing event audience
- To drive new users to the website and generate virtual event registrations, sponsors and exhibitors from key locations specified

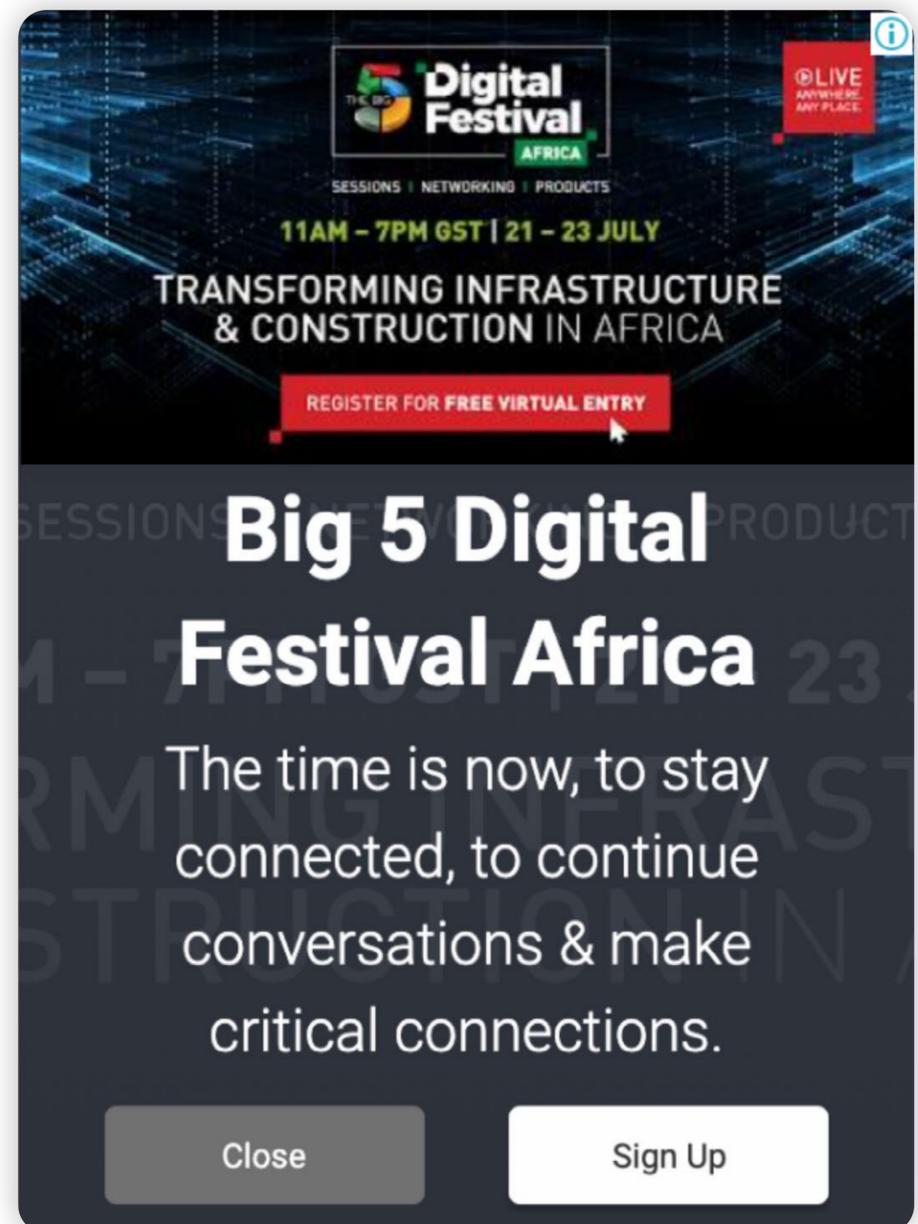
The Approach

To reach our target audience in locations across Africa and the UAE, we deployed our paid strategy across Google and Facebook.

We used a combination of Brand, Bottom of Funnel (BoF), Middle of Funnel (MoF) and Top of Funnel (ToF) methods to meet our objectives, raise awareness and take the user on a journey through to conversion.

Created custom intent audiences for use across the Google Display Network. These audiences are developed to reach new users who are unfamiliar with the brand but who have characteristics and behaviours indicating they are likely to be valuable users.

Our Google Search campaigns ensured we benefited from high-intent user queries covering various brand-related terms as well as bottom of the funnel industry event based keywords.



↑ [Preview Google Ad for Mobile](#)

↓ [Preview Google Ad](#)

Ad · thebig5digitalfestivalafrica.com/thebig5 ▾

The Big 5 | Digital Festival Africa 2020 | Register For Free

An online gathering of the infrastructure and construction community in Africa. The time is now, to stay connected, to continue conversations & make critical connections.

The Approach (cont.)

For remarketing, a strong focus was put on both the Google Display Network and the YouTube network.

Video campaigns are fast becoming a key part of every marketing strategy so it was important to capitalise on current low CPC's. Low competition tends to result in a much lower CPA if a good audience strategy is in place.

We used the TrueView for video format to drive conversions from an audience who had previously visited the website in the past 30 days but had not yet converted.

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Across Facebook, BoF delivered the strongest performing campaign. In particular, the remarketing audience ad set performed well with very low CPAs.

MoF had success with lookalike audiences on both the key African Facebook pages

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We used a mixture of creatives including expanded text ads, responsive search ads, responsive display ads, banner ads and video ads. Users consume content in various ways and using the full scope of creative formats available gave us a greater probability of reaching our key audience and capturing their attention.

The screenshot shows a Facebook advertisement for 'The Big 5 Construct Kenya'. The ad is sponsored and features a dark blue background with a digital festival theme. The main text reads: 'Get around travel restrictions and discover new suppliers, innovative products, and latest construction solutions from around the world from the comfort of your home or office.' Below this is a large banner with the 'Digital Festival AFRICA' logo, the dates '11AM - 7PM GST | 21 - 23 JULY', and the headline 'TRANSFORMING INFRASTRUCTURE & CONSTRUCTION IN AFRICA'. A red button says 'REGISTER FOR FREE VIRTUAL ENTRY'. At the bottom, there is a 'Sign Up' button and engagement metrics: 104 likes, 5 comments, and 13 shares.

↑ [Preview Facebook Ad](#)

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Key Takeaways

- Facebook was the strongest performing channel pulling in 69% of the overall conversions, whilst 32% of registrations came through Google.
- As Google is largely search-based, awareness for new events tends to be lower so firstly the campaign needed to generate awareness. Users tend to take longer to convert than for more established events so moving users through the funnel was an effective strategy.
- Users on Google tend to register slightly earlier for virtual events than we have seen for in-person events however the pattern remains where registration volume does increase at scale the closer we get to the event. To ensure the best results, this needs to be taken into consideration when pacing budget for the campaign.

TESTIMONIAL

dmg events has had a strong partnership with Tag Digital since 2018.

Tag Digital delivered great results for the virtual event campaign, especially as The Big 5 Digital Festival Africa was the first of the Big 5 events to be fully virtual. Not only did they reach our key audience at scale, Tag Digital also successfully used custom intent targeting to deliver the majority of new visitor registrations at a very low CPA.

Tasneem Karam, Marketing Manager

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