

Case Study

Messe Frankfurt

Paperworld

Middle East

2020 Virtual Fair

tag digital

Overall Campaign Results

- Impressions: >670,700
- Clicks: >10,680
- Conversions: >560 (101.4% above target)
- CPA: 50.4% below target



Messe Frankfurt is the largest events, trade fair and congress organiser in the world with annual sales at around €733 million. The organisation's Dubai-based subsidiary, Messe Frankfurt Middle East, was established in 2002, and currently organises 16 trade fairs across the UAE and Saudi Arabia.

Paperworld 2020 Virtual Fair was the first of the Paperworld events to run on a virtual basis. The brand responded well to the needs of the industry in light of the COVID-19 pandemic. By connecting the world digitally, this virtual trade fair brought together industry's leading brands to meet and do business.

The Challenges/Objectives

- To convert Paperworld's current in-person event audience for the virtual trade fair
- Drive new traffic to the website and increase virtual registrations to meet targets

The Approach

To increase registrations, we rolled our paid strategy across Google and Facebook. From past campaigns, we knew where to find our converting audience for our in-person event so this was key in developing the strategy for the virtual trade fair.

Brand, Bottom of Funnel, Middle of Funnel and Top of Funnel methods were used to raise awareness and take the user on a journey through to conversion (registration).

The Approach (cont.)

Display campaign performance saw an uplift since users have been spending more time at home browsing online. We ensured we had a strong display campaign strategy which would meet our awareness objective.

- We reached our key audience at scale, we also converted a large majority of new visitor registrations with our custom intent targeting at a lower CPA than search.
- We 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 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.

- Brand loyal users and potential in-person event visitors will likely be searching for the event to keep-up-date with developments and changes throughout the pandemic. We were able to capitalise on this with strong ad copy highlighting the benefits of the new virtual trade fair and encourage registrations.
- For remarketing, we put a strong focus on both the Google Display Network and leveraged RLSA on search.
- We used creative formats for responsive display ads to reach users with a variety of creative and test different combinations.

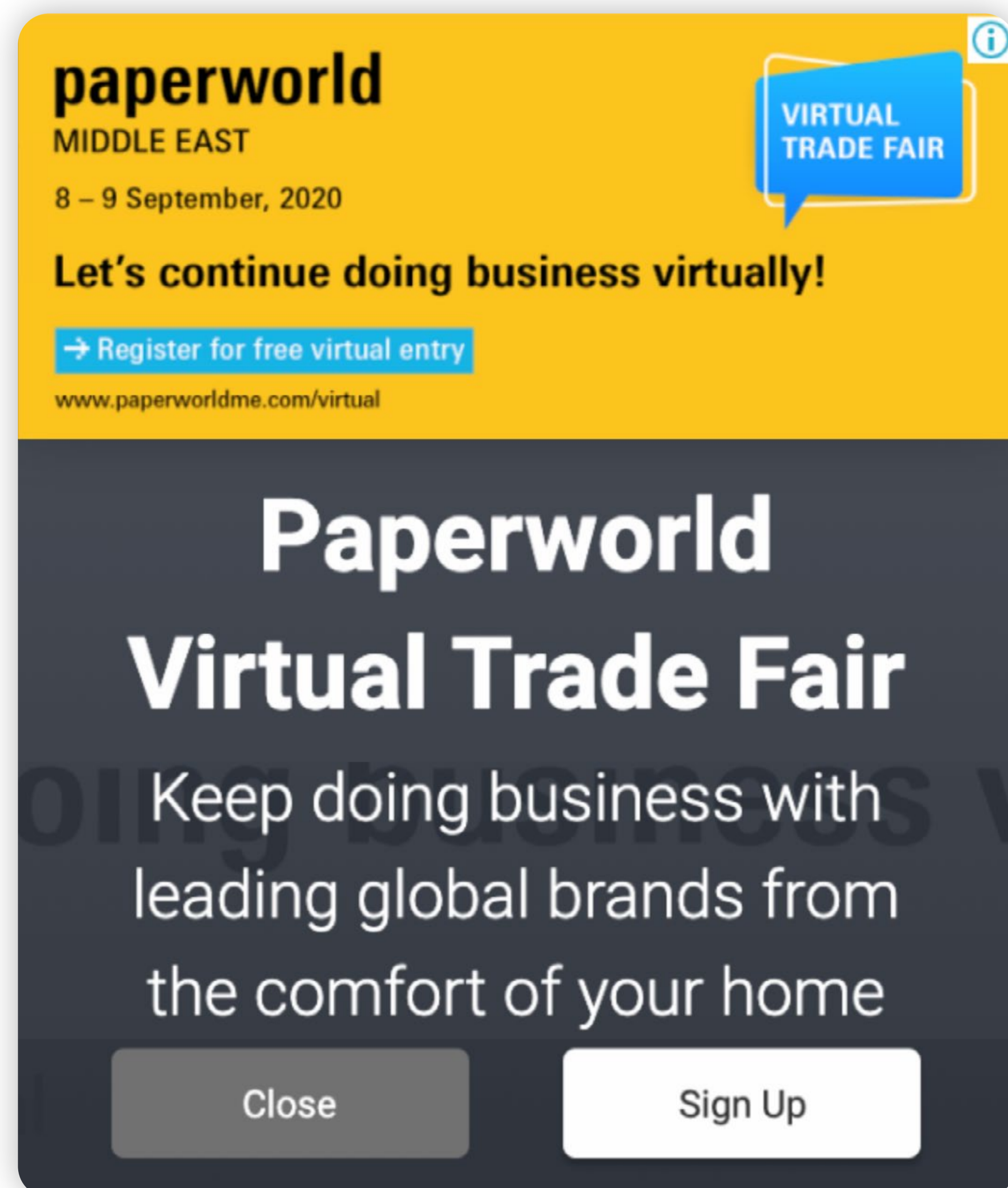
Across Facebook, bottom of funnel delivered the strongest performing campaign with 82% of the campaigns overall conversions.

In terms of creatives, we used a mixture of expanded text ads, responsive search ads, responsive display ads and banner ads. Users consume content in various ways and using the full scope of creative formats available gave us the highest chance of reaching our key audience and catching their attention.

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Preview Ads:



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