

Case Study

Informa Markets

Sleep & Eat

tagdigital

Overall Campaign Results

- Impressions: >1,347,900
- Registrations: >940

Visitor Promotion & Video Campaigns

Sleep & Eat is Europe's leading design and innovation event for the hospitality sector. The International Exhibition features established and emerging brands launching their latest collections and showcasing their most design-led products.



sleep & eat

The Objectives

- To deliver an increased reach year-on-year and drive visitor registrations
- To create engaging video content optimised specifically for social media and YouTube

The Approach

- Used learnings from our 2018 campaigns as a shell to launch a full Visitor Promotion (VisProm) campaign across Search, Display, social media & YouTube
- A common challenge clients face with running ads on YouTube is a lack of video resources. YouTube has over 1.9B monthly logged-in views so it is a particularly successful platform to use
- Using Tag Digital's video production service, the team created a set of engaging videos optimised specifically for social media and YouTube using a selection of images and clips from Sleep & Eat's previous shows
- Introduced YouTube TrueView for Action campaign with a CTA to drive users to the show website to 'take action' and register for the event
- Utilised advanced audience targeting, custom intent audiences and lookalike audiences to effectively increase campaign reach to the target audience
- Optimised the campaigns using Google Ads Smart Bidding strategies to maximise conversions within set budgets and a target CPA

Overall Campaign Results

- Impressions: >1,347,900
- Registrations: >940



Take a look at the Eat & Sleep event promotion videos

YoY Comparison

- Impressions: +33% YoY
- Clicks: +113% YoY
- 15% of visitor registrations from Google ads came from the YouTube campaign, increasing YouTube performance by 1000% YoY using the video created from our video production service

[BOOK A CALL](#)