

# Case Study

# Oliver Kinross

# Sydney Build 2020

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**tag** digital

## Overall Campaign Results

- Over 30k clicks
- Over 2 million impressions
- Visitor registrations were 78% over target
- CPA was 58% lower than the target



Sydney Build is Australia's leading construction, architecture and infrastructure expo.

Now in its 6th year, Sydney Build has become the best-attended B2B construction tradeshow in the whole of Australia. The event hosts 21 Summits across 8 conference stages covering Future Sydney, Transport, BIM & Digital Construction, Geospatial, Building Management, Government, Infrastructure and many more.

**SYDNEYBUILDEXPO.COM**

## The Challenges/Objectives

To deliver exhibitor registrations and also visitor registrations, with a focus on generating new data.

## The Approach

In line with our objectives, we used Google Ads and Facebook to drive conversions, focusing on both exhibitor leads and visitor registrations as our main KPIs to measure performance and overall success levels.

Our campaign timeline was broken into two sprints with exhibitor promotion content running first for an initial 4 week period prior to launching our more extensive 16 week visitor promotion strategy.

(Cont.) Our approach remained consistent across both Exprom and Visprom sprints:

- New data was generated through awareness-based Display campaigns across the Google Display and YouTube Networks, as well as top-level interest and lookalike based audiences on Facebook.
- Tailored messaging was used across all platforms to deliver relevant content to users at multiple stages of the customer journey.
- Remarketing campaigns were introduced across all active channels to re-engage with previous website visitors who viewed relevant event website pages but had yet to convert.
- Campaign performance was monitored and optimisations were made regularly to review key metrics including conversion rate (CR) and cost-per-acquisition (CPA), and to utilise smart bidding strategies.
- Conversion campaigns were introduced closer to the event to re-engage with converted users, encouraging them to download the show agenda, book their travel and download the app - all working towards increasing actual attendance rate.

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