

Case Study

The Economist Events: Sustainability Week 2020

VIRTUAL EVENT

tagdigital

Overall Campaign Results

- > 22,000 clicks
- > 2,643,000 impressions
- > 1,130 virtual visitor registration conversions (21% over target)
- CPA 18% lower than target



The
Economist

Sustainability Week 2020

The Economist Events host over 80 events annually in over 30 countries on topics that convene world-class thought leaders on a range of strategic business issues.

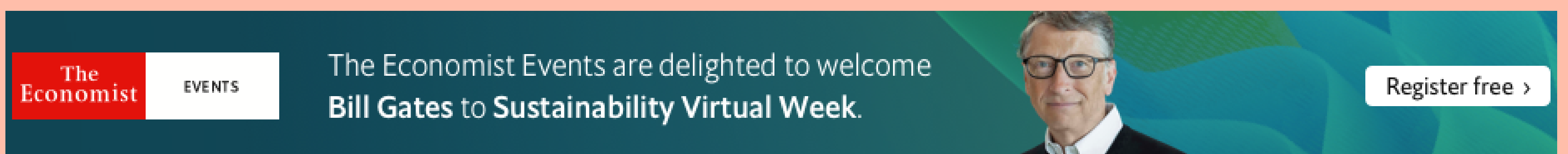
Sustainability Week is an annual 4-day event that provides actionable insights and solutions to help businesses on their path to greater sustainability.

The Objectives:

- Raise awareness of the event and inform users of the switch to virtual for 2020
- Drive free virtual visitor registrations to the virtual event platform

The Approach

Used Google Ads and Facebook to drive conversions, focusing on virtual visitor registrations as our main KPI to measure performance.



Preview Banner Ad

The Approach (ctd.)

- 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.



Sustainability Virtual Week | Get Your Complimentary Ticket | Limited Spaces Available

<https://events.economist.com/sustainability/brand>

Hear from sustainability leaders & policymakers. Oct 5th-9th 2020 - Online & On-Demand. Registration for Sustainability Virtual Week is complimentary, however spaces are limited.

10hrs of Curated Content • Over 5 Days • Complimentary Tickets • Limited Spaces •

Types: Manufacturing, Medtech, Sustainability, Environmental, Csr, Eco...

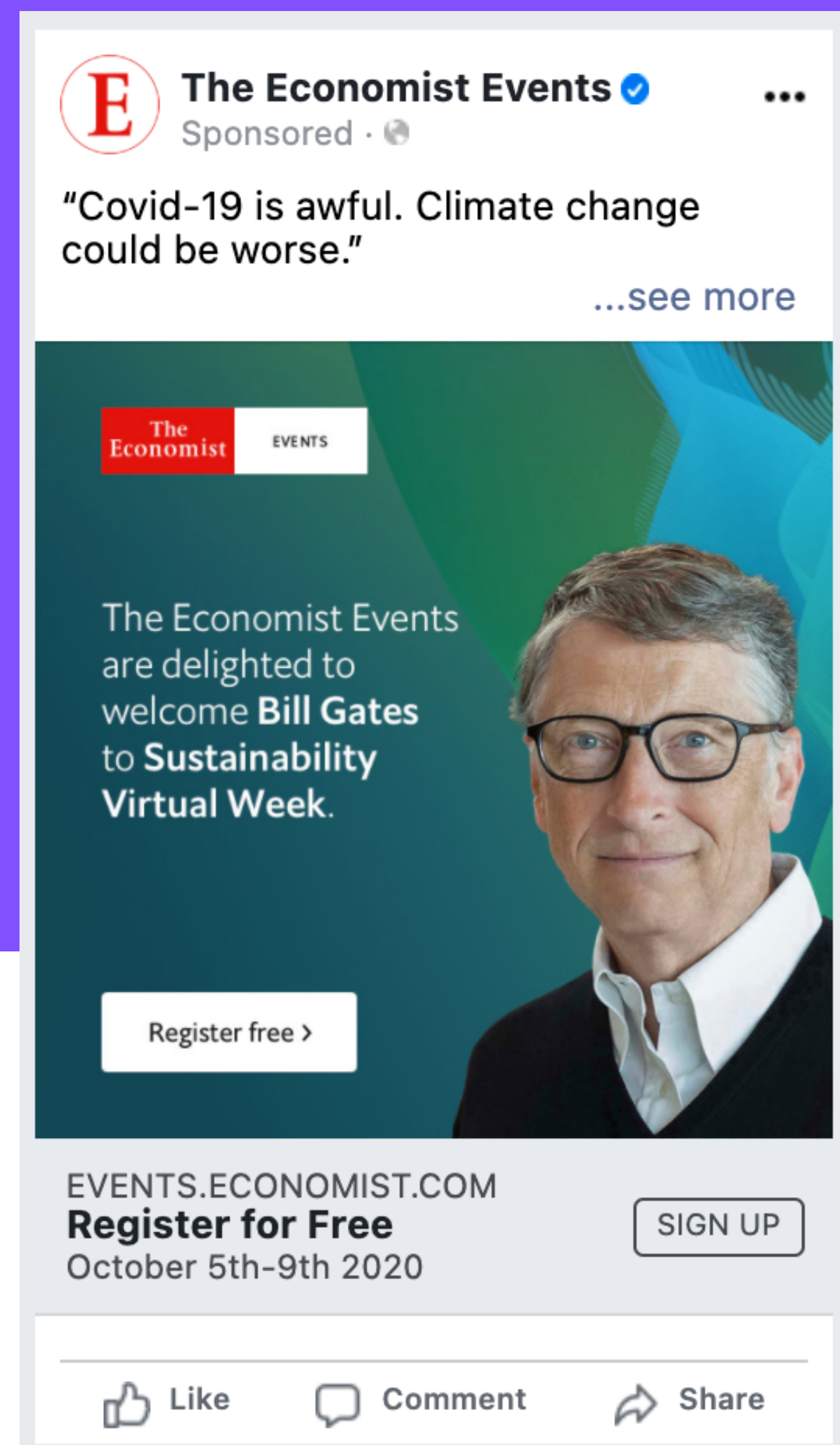
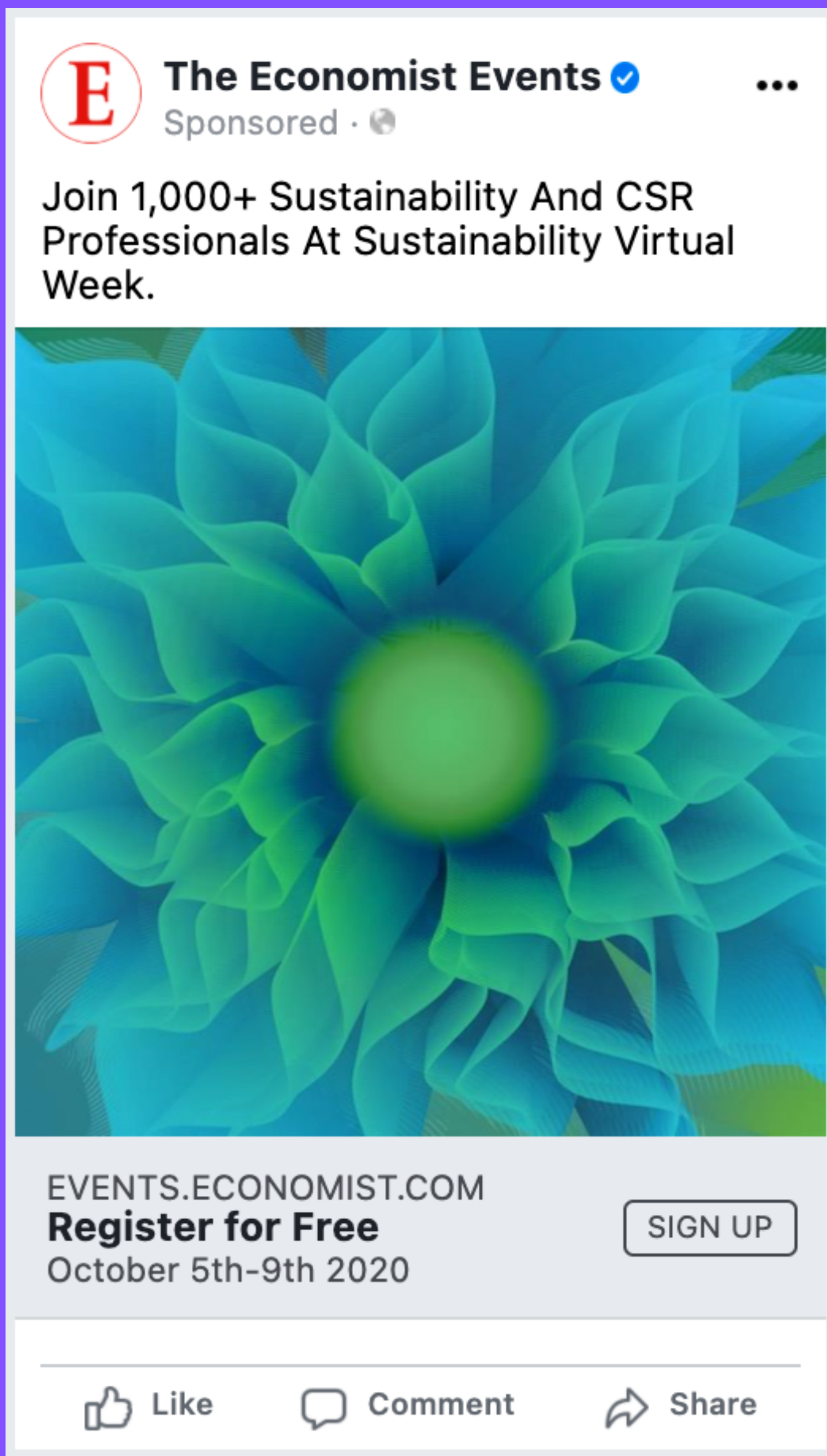
Complimentary Tickets

Enter your professional email address to get started.

The Economist Events

View our full portfolio of events.

- 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.



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Key Strengths of the Campaign:

- A well structured and planned BoF Google audience drove a large volume of new data conversion
- BoF significantly outperformed Branded Search.
- Across Facebook, registrations spanned a large variety of countries. Scalability is a key benefit of virtual events.
- Ease of access of the virtual event ensured a broad scope
- Combined the goals of driving new data and maximising conversions into one strategy. Non-Branded BoF Google keywords and Top of The Funnel social audiences were key to the success of this project, generating > 460 registrations alone
- New data channels produced over half of the registrations in total.

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