

Case Study

tagdigital

TEMBO: World Indigenous Forum 2021

VIRTUAL EVENT – VISITOR PROMOTION

Overall Campaign Results

- Impressions: >3,336,000
- Visitor Registrations: 4,056

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We saw over 70% of our registrations come from the campaign with Tag Digital, which was incredible. They helped us to exceed our target by more than 20%!

Vicky Wilcox
Marketing Director
TEMBO

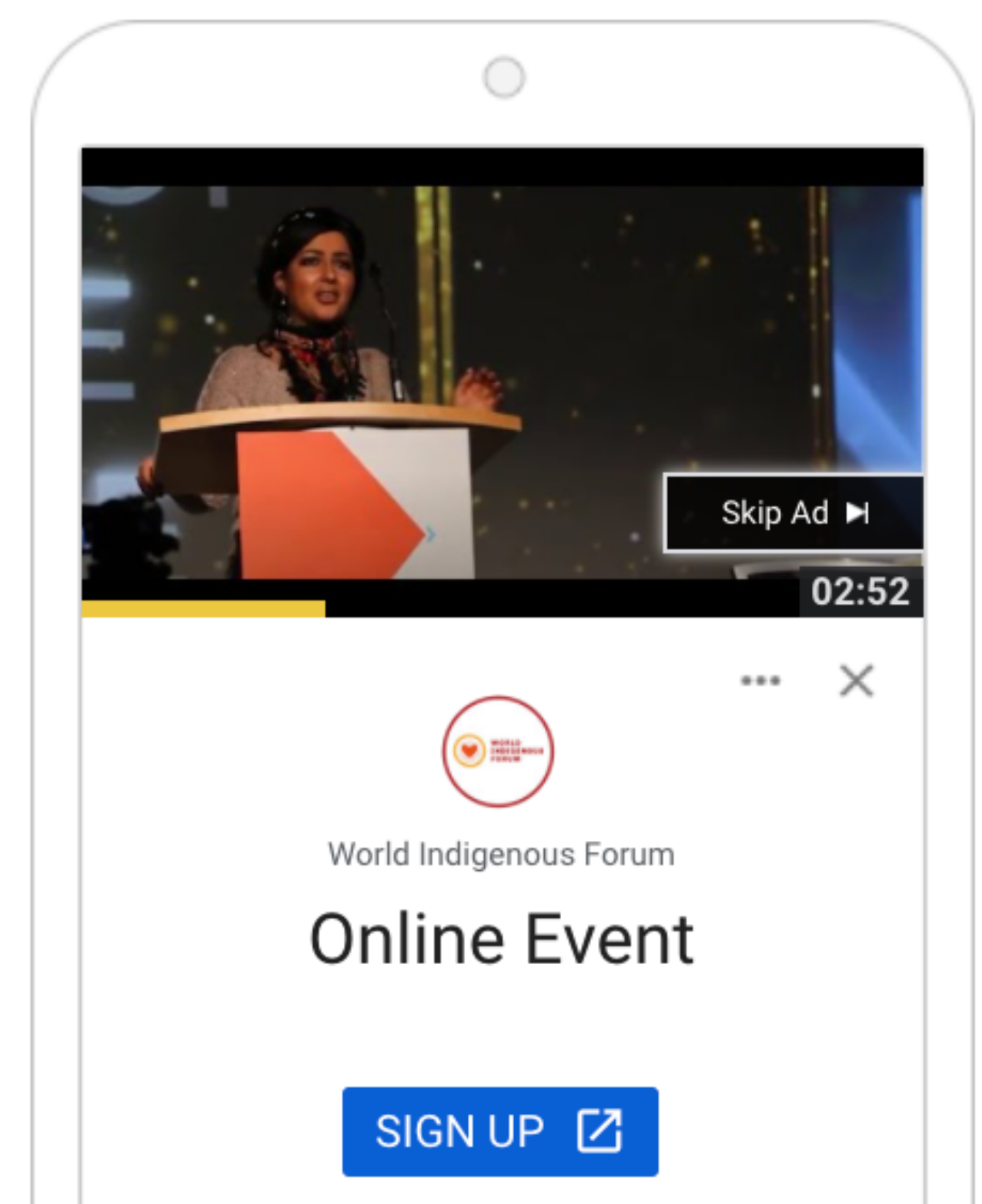
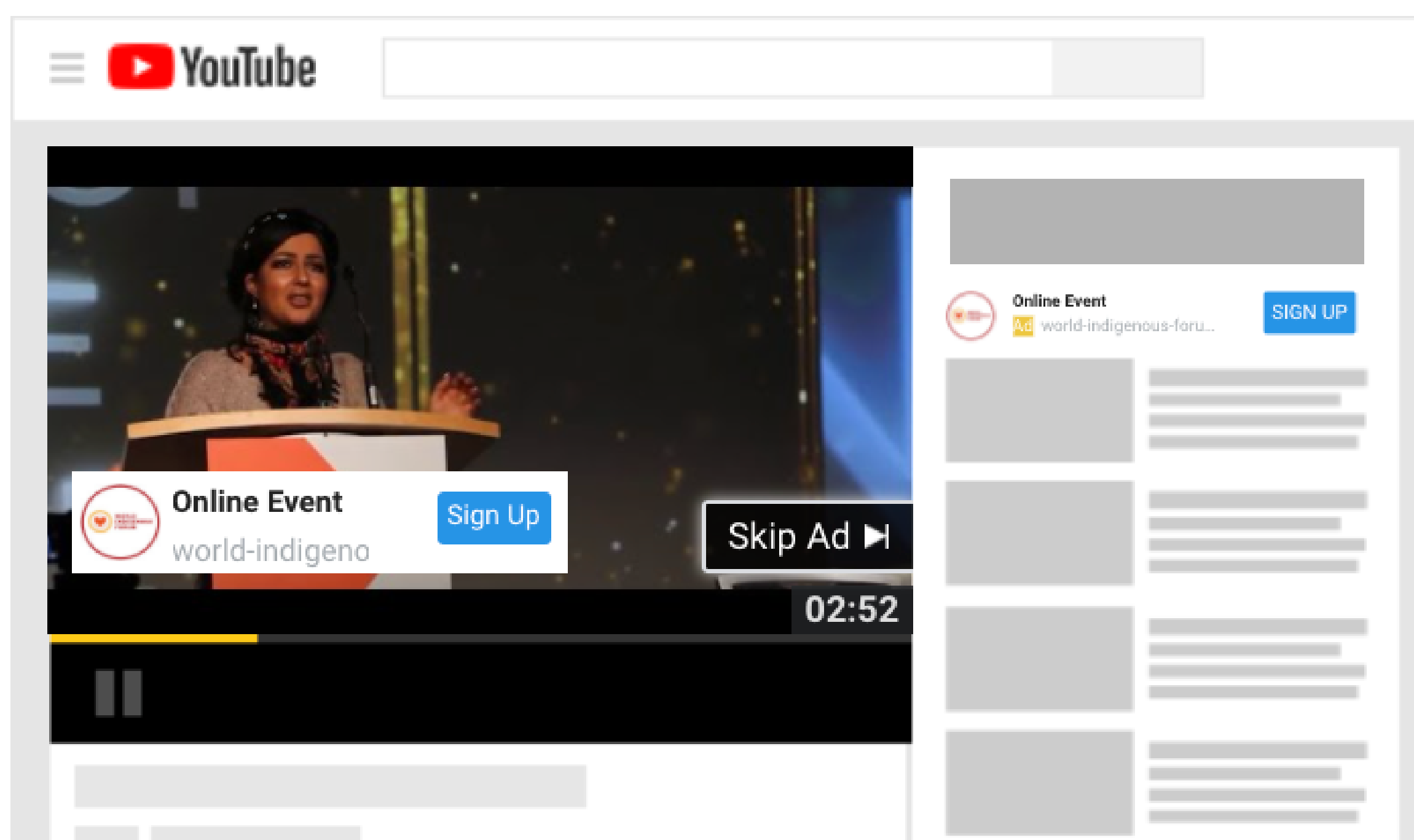


The Objectives

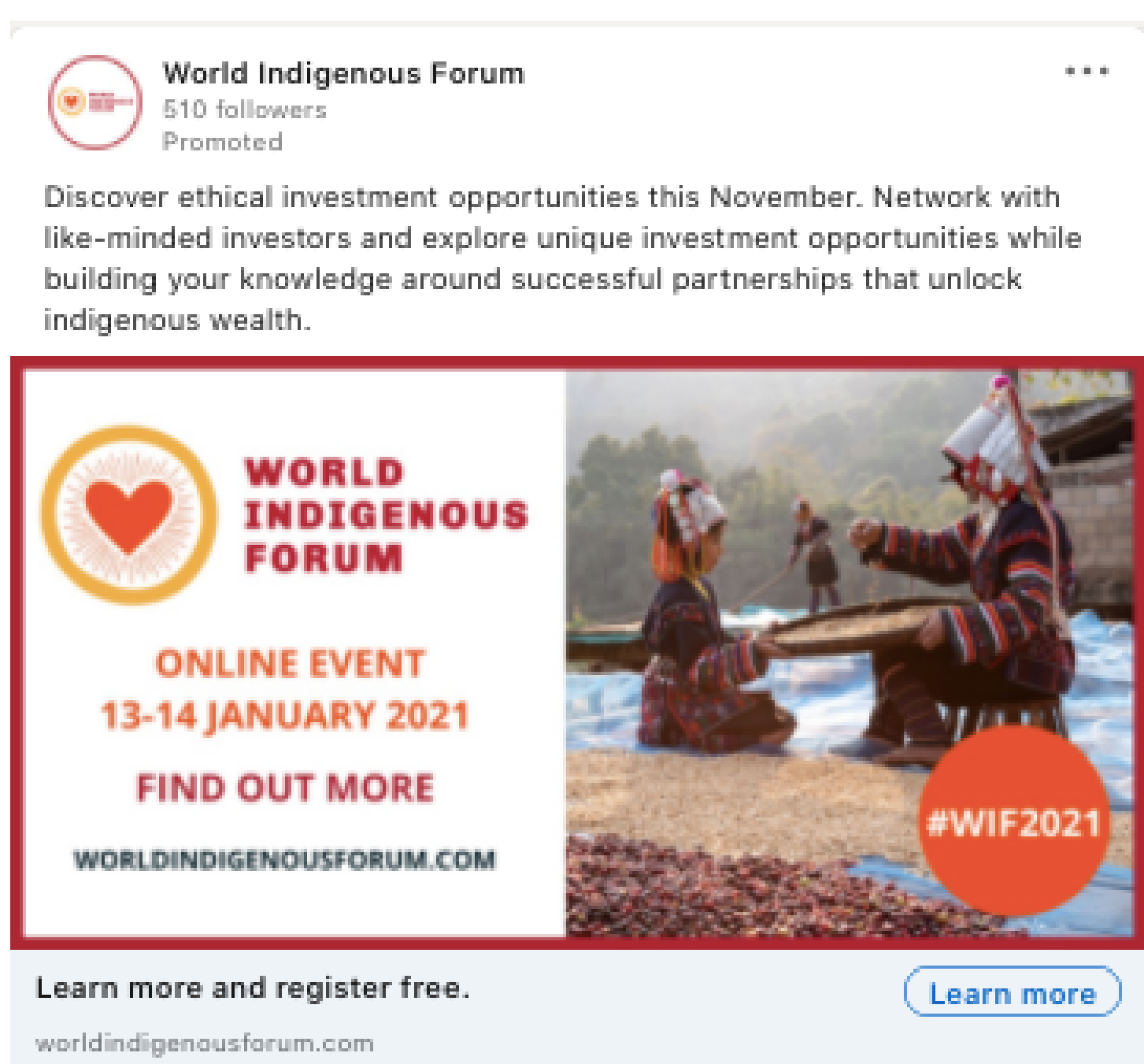
- Deliver visitor registrations through Google, Facebook and YouTube
- To tap into the investor audiences to add to the networking mix through LinkedIn

The Approach

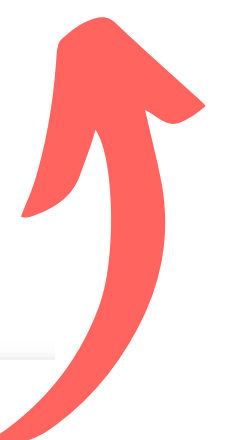
- Google
 - Created custom intent audience on the Google Display Network, which drove 30% of registrations and achieved the lowest campaign CPA of <£1.00 across the Google campaigns.
- YouTube
 - The addition of a YouTube campaign also supported campaign growth, with 6% registrations coming from this platform.



- LinkedIn
 - Targeted investor audiences on LinkedIn to reach these users more successfully than through investor audiences that are available on Facebook.
 - Utilised the right audiences on the right channel to ensure success specifically from the key target audience for the campaign.
- Facebook
 - Targeted brand new users within the Indigenous rights audience, which accounted for 40.5% of all registrations and had the lowest CPA of the campaign.
 - Focused on campaign wins, including the middle of the funnel campaign, which achieved a CPA of 38% lower than the bottom of the funnel campaign.
 - Achieved by expanding on what was working and by creating lookalike audiences.
 - As part of the funnel approach, we targeted users who had abandoned the registration form to encourage them to return to register.



LinkedIn Preview Ad



Facebook Preview Ad

Overall

- Campaign performance was tracking ahead of target, exceeding expectations with CPAs below what had been benchmarked.
- Additional budget was allocated based on high performing campaigns
- The media plan was revised to provide an updated ROI.

Campaign Results

Google & YouTube:

- >15,200 clicks
- >657,500 impressions
- 964 visitor registrations
- 135 view-through conversions

Facebook & LinkedIn:

- >45,000 clicks
- >2,678,500 impressions
- 3,092 visitor registrations



TESTIMONIAL

Great service provided by a very helpful team who are always ready to answer your questions and solve any issues to ensure your campaign is successful. We saw over 70% of our registrations come from the campaign with Tag Digital, which was incredible, and helped us to exceed our target by more than 20%!

Vicky Wilcox, Marketing Director, TEMBO

BOOK A CALL