

Case Study

tagdigital

dmg events:

The Big 5 Dubai 2021

Overall Campaign Results

Clicks
>167,000

Impressions
>26.9million

Visitor
Registrations
>20,800



dmg::events

International
Building &
Construction
Show

Overview

dmg events is an international exhibitions company hosting 80 exhibition events in 25 different countries. They work in over 6 core sectors covering the likes of construction, energy and hospitality.

The Big 5 covers the full construction cycle and beyond. With specialised events running alongside it, The Big 5 caters to these sectors' specific needs and is a complete 360° platform for the construction industry.

This year The Big 5 was the only live in-person global construction event in 2021.



LIVE IN-PERSON
12 - 15 SEPTEMBER 2021
DUBAI WORLD TRADE CENTRE

ONLINE
22 AUGUST - 17 NOVEMBER 2021

150 INCREDIBLE SPEAKERS | 70 CERTIFIED TALKS

9 BIG THEMES | 1 OPPORTUNITY!

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Campaign Objectives

- To generate awareness of the new date to their existing event audience
- To drive new data to the website to generate visprom registrations from their target locations.

The Approach

Budget was split across 4 platforms: Google, DV360 Programmatic, Facebook and LinkedIn.

DV360 Programmatic

What is DV360 Programmatic?

Google's Demand Side Platform (DSP) that lets advertisers bid and buy inventory from publishers or ad exchanges outside Google's network.

The DV360 campaign went live for 5.5 weeks and generated over 420 conversions.

When DV360 went live, there was subsequently a significant boost on the campaign Google Ads.

There were 9 different targeting strategies towards the following audiences:

- 3rd Party Audience, Construction Categories, Contextual Targeting. Contextual Keywords, Dubai - Geo Targeting and Managed Placements including:
 - Associations, Events, Exhibitors, Sponsors
 - Media Partners
 - Professionals' Websites (best performing audience, with over 200 conversions)

Example banner placement



Social

Facebook and LinkedIn utilised all stages of the funnel to reach both new and existing users.

- Uses data lists (previous attendee information) across the social platforms
 - Top performing audience across the social campaigns.
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- LinkedIn campaigns took full advantage of the niche targeting available on the platform:
 - Top of the Funnel (ToF) audiences: Company Names, Member Groups, Company Industries and Job Titles.
 - Middle of Funnel (MoF): Lookalike audiences;
 - Bottom of Funnel (BoF): Remarketing Audiences.



The Big 5 - International Building & Construction Show

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- Accelerate your business

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THE BIG 5 International Building & Construction Show

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Google

- Used a combination of Search, Display and YouTube campaigns to achieve target conversions.
- Previous attendees were more likely to be searching for the upcoming event so it was important to capitalise on this by placing a large % of the budget into the brand campaigns.
- Remarketing campaigns were utilised across Display and YouTube. These audiences included consumers who had interacted with the brand both prior to the PPC campaigns and through ToF targeting.

To target new users, Custom Intent audiences were created on the Google Display network. These target new users who are not familiar with your brand but who tend to have characteristics and behaviours that are similar to valuable users.

Ad · www.thebig5.ae/ ▼

The Big 5 | Free CPD Talks | Meet New Global Suppliers

The only live in-person event connecting the global construction industry in 2021. Meet new global suppliers, discover innovative products and learn from industry experts.

Visitor Registrations by Platform:

DV360
Programmatic
>420

Google
>11,400

LinkedIn
>480
Facebook
>8,500

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