

Case Study

tagdigital

Informa Markets: Vitafoods Europe 2021



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markets

Key Results:

DV360

- 1.66K clicks
- 2.26m impressions
- 55 visitor registrations

Google Ads

- 18.6k clicks
- 156k impressions
- 2.1k visitor registrations

Vitafoods™
Europe



5-7 October 2021 Geneva
4-8 October 2021 Online

A community reunited

The world's nutraceutical event is back.
Connect in Geneva or online.

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Informa Market – Vitafoods

Vitafoods Europe brings together the global nutraceutical community to collaborate, connect and do business together. The annual gathering sees a truly global audience across four sectors covering the entire nutraceutical supply chain, from beginning to end.

"We were very happy to be over target by 330% from our paid digital campaigns for Vitafoods 2021" – Informa

Campaign Objectives:

- Deliver visitor registrations
- Boost brand awareness

Banner ad previews



The Approach

- 9 week DV360 campaign
- Expanded the current Google Ads campaigns with a DV360 campaign.
- Targeted 5 different audiences including: contextual targeting, 3rd party audience, bombora, a datalist and managed placements.
- In terms of exposure, the top performing audiences were contextual targeting and the 3rd party audience. These audiences generated 800k+ impressions each
- Following the launch of the DV360 campaign, there was a significant boost in conversions across Google Ads.

Overall Campaign Results

DV360

1.66K clicks

2.26m impressions

55 visitor registrations

Google Ads

18.6k clicks

156k impressions

2.1k visitor registrations

What did the client say?

"Tag Digital utilised lots of different platforms, including running programmatic on DV360 which allowed us to scale and reach premium publishers as well as new data. We benefited from lots of innovations as well as insight and learnings on our data. We are looking forward to new opportunities with Tag Digital in 2022"

Daniela Elia
Head of Marketing
Informa



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