

Case Study

dmg events

The Big 5 Saudi

VISITOR PROMOTION

Key campaign objectives

To drive new and existing users to the website to generate visitor registrations from Saudi Arabia.

Overall campaign results

>16 million impressions

>65,000 Clicks

>12,000 Visitor registrations

dmg  **events**

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.

This year the Big 5 Saudi concluded its 10th edition, bringing together 15,000+ industry professionals and 400+ exhibitors from 35 countries. For the first time the show was co-located with HVAC R Expo Saudi, Stone & Surface Saudi, FM Expo Saudi and Saudi Clean Expo, showcasing products from the complete construction cycle.



Campaign objectives

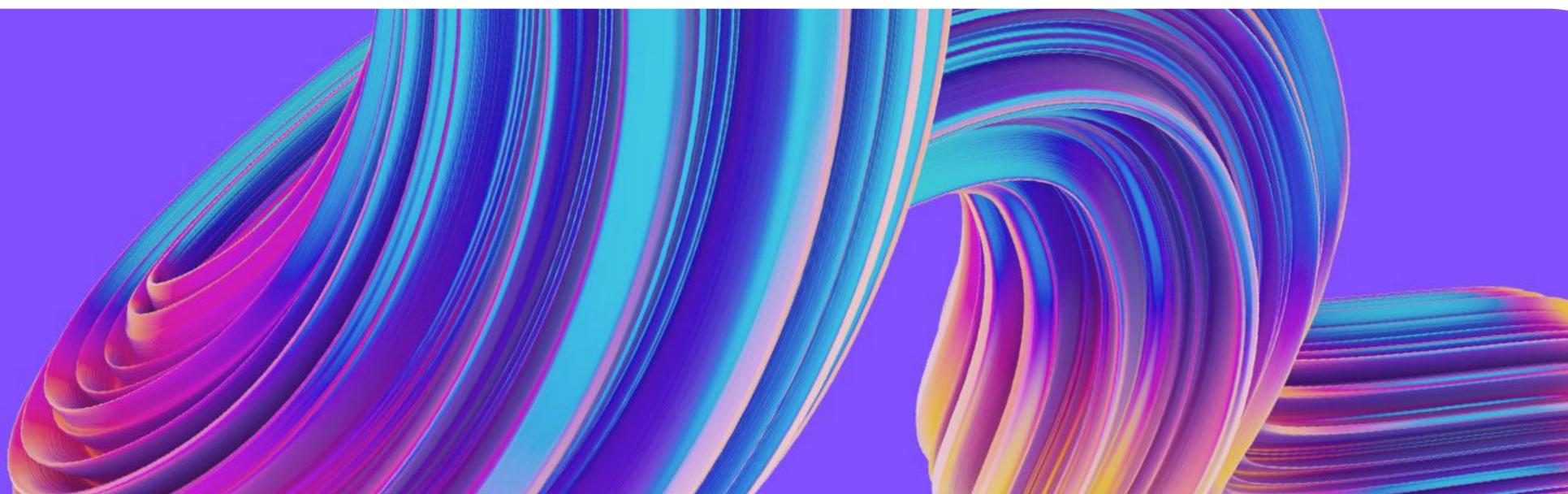
To drive new and existing users to the website to generate visitor registrations from Saudi Arabia.

The approach

The budget was split across 4 platforms;

- Google/YouTube
- Programmatic
- Facebook;
- and LinkedIn

Campaigns were also split out between English and Arabic campaigns across Google and Facebook – we would always recommend running Arabic campaigns in Saudi Arabia as we see a large % of conversions come from these campaign types.



Google & YouTube

- Main focus was to reach the users that were in the middle and bottom of the funnel.
- Ran Google Search campaigns targeting the most relevant keywords for the event.
- Created a YouTube campaign targeting users that previously had visited the event website.
- Ran a dynamic Google Search ad campaign. This allows us to serve ads to users who are searching for keywords that were relevant to the content on The Big 5 Saudi's website.

Google & YouTube results

Impressions

> 1,700,000

Clicks

> 29,000

Visitor
registrations

> 3,500

Programmatic

- Programmatic was used to boost the volume of new users to build a bigger remarketing audience to target these users again through different ads.
- To reach out to new users, a variety of targeting options were used including 3rd party audiences, managed placements and contextual targeting.
- This allowed us to target specific audiences including job titles, url's that are relevant to the event and websites that has content that is relevant to the keywords we were targeting.

Programmatic results

Impressions
> 10,000,000

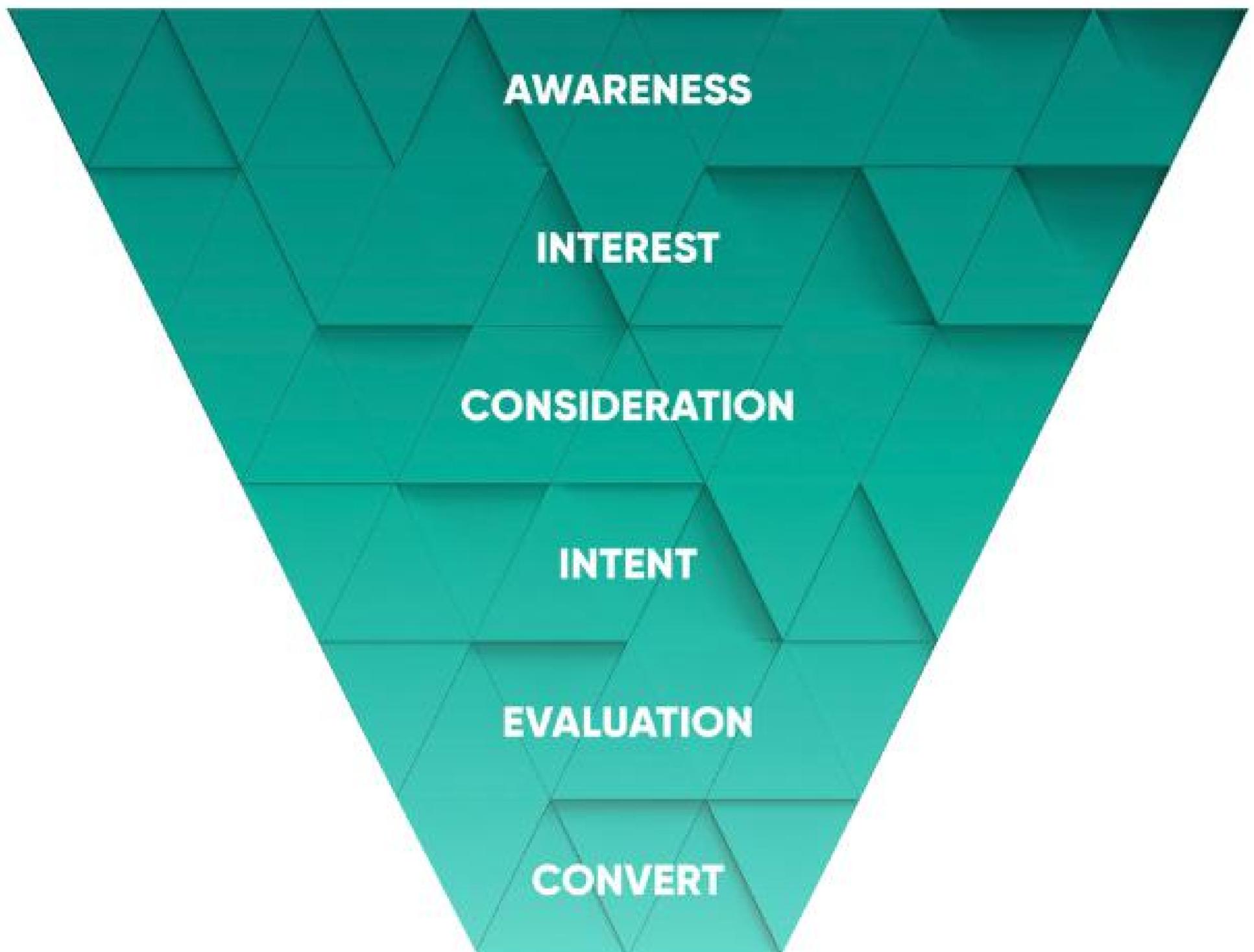
Clicks
> 21,000

Visitor
registrations
> 2,500

Paid Social | Facebook & LinkedIn

Utilised all stages of the marketing funnel. It was important that we reached both new and existing users to highlight the 2022 event.

The marketing funnel



Paid Social | Facebook & LinkedIn

- The Bottom of the Funnel (BoF) Facebook and LinkedIn campaigns focused on the remarketing audiences - those who have interacted with your brand in the past.
- Used data lists from previous attendees, website traffic and anyone who had engaged with the Facebook/LinkedIn pages.
- The BoF Facebook and LinkedIn campaigns focused on the remarketing audiences (previously interacted with your brand).

The screenshot shows a sponsored Facebook post for 'The Big 5 Saudi Arabia'. The post is in Arabic and features a green background with a circular image of a man speaking into a microphone. The text in the post includes:

- حوارات معتمدة الحضور فيها مجاناً
- 50 ساعة من المحتوى
- التعلم من الأفضل في مجال البناء والتشييد
- الخروج بأفكار جديدة ومميزة
- سجل زيارتك اليوم مجاناً!

Below the image, there is a call to action: 'تسجيل بياناتك للدخول مجاناً' (Register your data for free entry). At the bottom of the post, the URL 'register.thebig5saudi.com' is provided, along with the text 'بادر بالتسجيل اليوم' (Hurry up and register today) and '31 - 28 مارس | الرياض، السعودية' (March 31 - 28 | Riyadh, Saudi Arabia). A 'Sign Up' button is also visible.

Paid Social | Facebook & LinkedIn

- Also ran a Middle of the Funnel (MoF) campaign on Facebook only - we took the remarketing audience source and created a lookalike audience from this.

Preview ads



The Big 5 Saudi Arabia
Sponsored · 🌐

The Big 5 Saudi is co-located with specialised events, guaranteeing a showcase of the latest products and solutions from the complete construction cycle and beyond.

THE BIG SAUDI
28-31 MARCH 2022
RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTRE

15,000 ATTENDEES
400 EXHIBITORS
30 COUNTRIES
90 SPEAKERS
50 TALKS

REGISTER FOR FREE ENTRY

register.thebig5saudi.com
Don't Forget to Register for FREE!

Sign Up



The Big 5 Saudi
4,471 followers
Promoted

Discover great products from 400 leading local and international construction brands from 30 countries.

THE BIG SAUDI
28-31 MARCH 2022
RIYADH INTERNATIONAL CONVENTION & EXHIBITION CENTRE

HEAR FROM 90 INDUSTRY EXPERTS
EARN FREE CPD CREDITS
DEVELOP YOUR CAREER

REGISTER FOR FREE ENTRY

Register for FREE Today!
thebig5saudi.com

Register

Like Comment Share

Paid Social | Facebook & LinkedIn

- LinkedIn is a great platform to utilise for ToF audiences. Used a combination of Member Groups and Company Industries to deliver over 200 conversions.
- As we have run this campaign in multiple different countries, we could take inspiration from previously used audiences and test their performance for the Saudi Arabia show.

Facebook

Impressions >5,800

Clicks >12,000

Visitor registrations
>5,800

LinkedIn

Impressions >300,000

Clicks >1,500

Visitor registrations
>200

Overall campaign results

Impressions >16 million | Clicks >65,000

Visitor registrations >12,000

[BOOK A CALL](#)