

Case Study

tag digital

National Media

Design Show Australia 2022

Overall campaign results

5.5 million impressions

20,000 clicks

3,600 visitor registrations

VISITOR PROMOTION
BRAND AWARENESS



**DESIGN
SHOW**

AUSTRALIA

**Australia's premier event for
Interiors, Architecture & Fitout**

Who is National Media?

For over three-decades, National Media has connected millions of buyers and sellers through unmissable in-person events and enabled professional communities to discover what's new and next for their business, customers and industry.

What's the story?

Tag Digital worked with National media to generate visitor registrations and brand awareness for their event, Design Show Australia 2022.

How did we reach their goals?

Google Ads

Meta Ads

Pinterest Ads

Microsoft Ads

LinkedIn Ads

Programmatic

Google Approach

We utilised Google's recent innovation – Performance Max. This allows access to the full Google Ads inventory with a single campaign (YouTube, Gmail, Display, Search, and Discover).

We targeted website visitors and custom intent audiences.

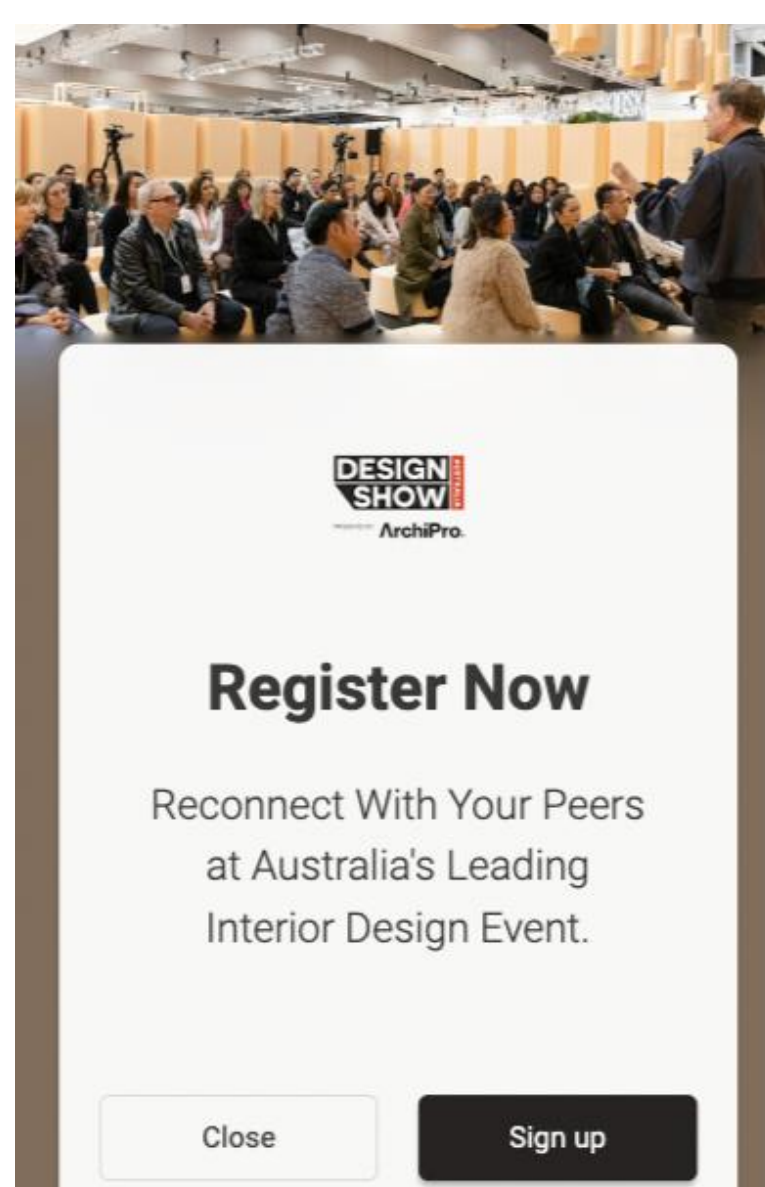
Google Results

42.9K Impressions

8.9K Clicks

1.2K Registrations

Ad Previews:

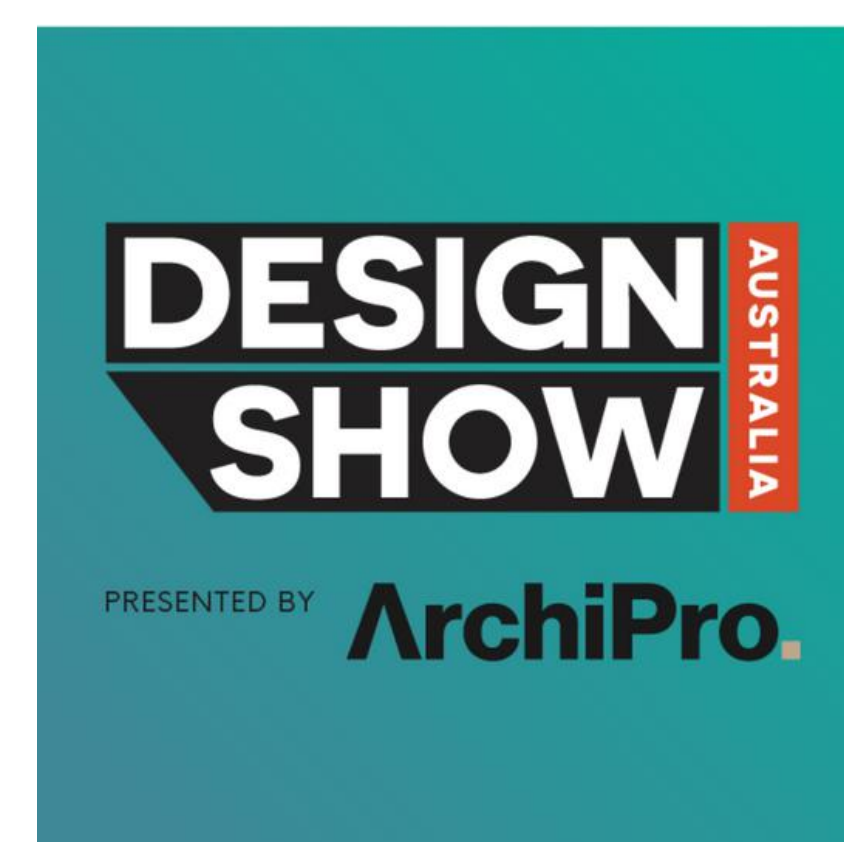


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Design Show

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20-22 OCTOBER 2022

Programmatic Advertising

Programmatic is on the rise as one of the most powerful digital marketing channels to use. The main focus is brand awareness, however, Programmatic is a great platform to aid conversions.

What were our objectives?

Data Building

Brand Awareness

What are the benefits?

Premium Ad Placements

Advanced Targeting

Google serves 10 billion impressions per week.
Programmatic serves 10 billion per day.

Programmatic Results

4.6 million
Impressions

2.3K Clicks

556 Registrations

Meta Approach

We targeted new and existing users with ad placements on Facebook and Instagram.

Lookalike audiences were hugely successful during the campaign, with 58% of the Meta conversions being achieved from these audiences.

With the addition of the Core Audiences (created using interest-based targeting),


Meta Ads achieved over 1,100 registrations.

Ad Previews:

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LinkedIn Approach

The LinkedIn campaigns used a combination of remarketing audiences, as well as company industry and job title targeting.

The video assets performed strongest on LinkedIn.

Pinterest Approach

Pinterest Ads were tested for Design Show Australia due to the high engagement that interior design content achieves across the platform.

This was the first time that Pinterest had been used for paid content for the event, and the results were strong.

Pinterest targeted both new and existing users through the use of interest-based targeting and remarketing audiences.

Pinterest Results

95K Impressions

400 Clicks

60 Registrations

Overall campaign results

5.5 million impressions

20,000 clicks

3,600 visitor registrations

Do you want results like this?

BOOK A CALL



What did our client say?

Our digital campaign was our strongest registration channel, thanks to Tag Digital.

Not only did it deliver great results, but the Tag team also turned it around in record time, managing to achieve low CPA and high conversions within a matter of weeks.



Kiarna Harvey
Senior Marketing Manager
National Media