tagdigital

How did Tag Digital support Hyve Group to deliver over 2000 paid delegate ticket sales?

Client: Hyve Group

Event Name: Mining Indaba

Overall campaign results:

Impressions: 984.8K

Clicks: 42.1K

Ticket Sales: 2.1K

327% Over Target

Our Client - Hyve Group

Tag Digital ran paid advertising campaigns for our client's 2023 event - Mining Indaba.

Mining Indaba is an annual event that brings together industry experts and professionals from around the world to dicuss the latest developments and trends in the mining sector.

Our team of experts advised that this campaign would perform best with Google and LinkedIn ads.

The campaigns ran from November 2022 & February 2023.

Campaign Objective:

Paid Delegate Ticket Sales
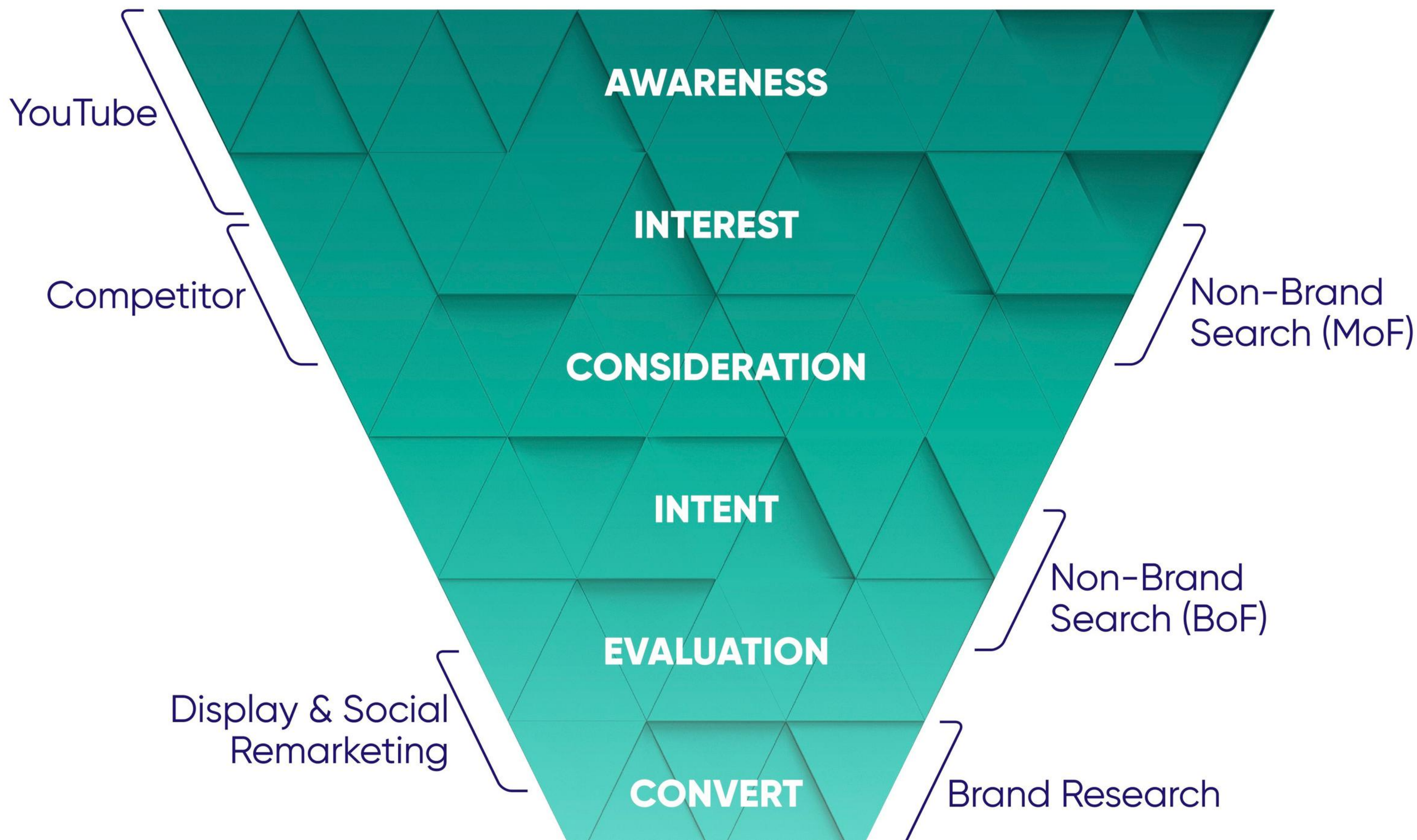
Target Ticket Sales: 650

Campaign Strategy

Google   LinkedIn

Google and LinkedIn were the platforms utilised for this campaign, with a primary focus on targeting high quality B2B professionals within the mining sector in Africa.

Marketing Funnel

YouTube

Competitor

Display & Social
Remarketing

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

CONVERT

Non-Brand
Search (MoF)

Non-Brand
Search (BoF)

Brand Research

Google Approach

Google was instrumental in the success of the campaign, driving registrations at a low cost per action (CPA).

Broad match keywords were introduced across the search strategy which allowed for us to scale the top performing keywords and focus on what was working.
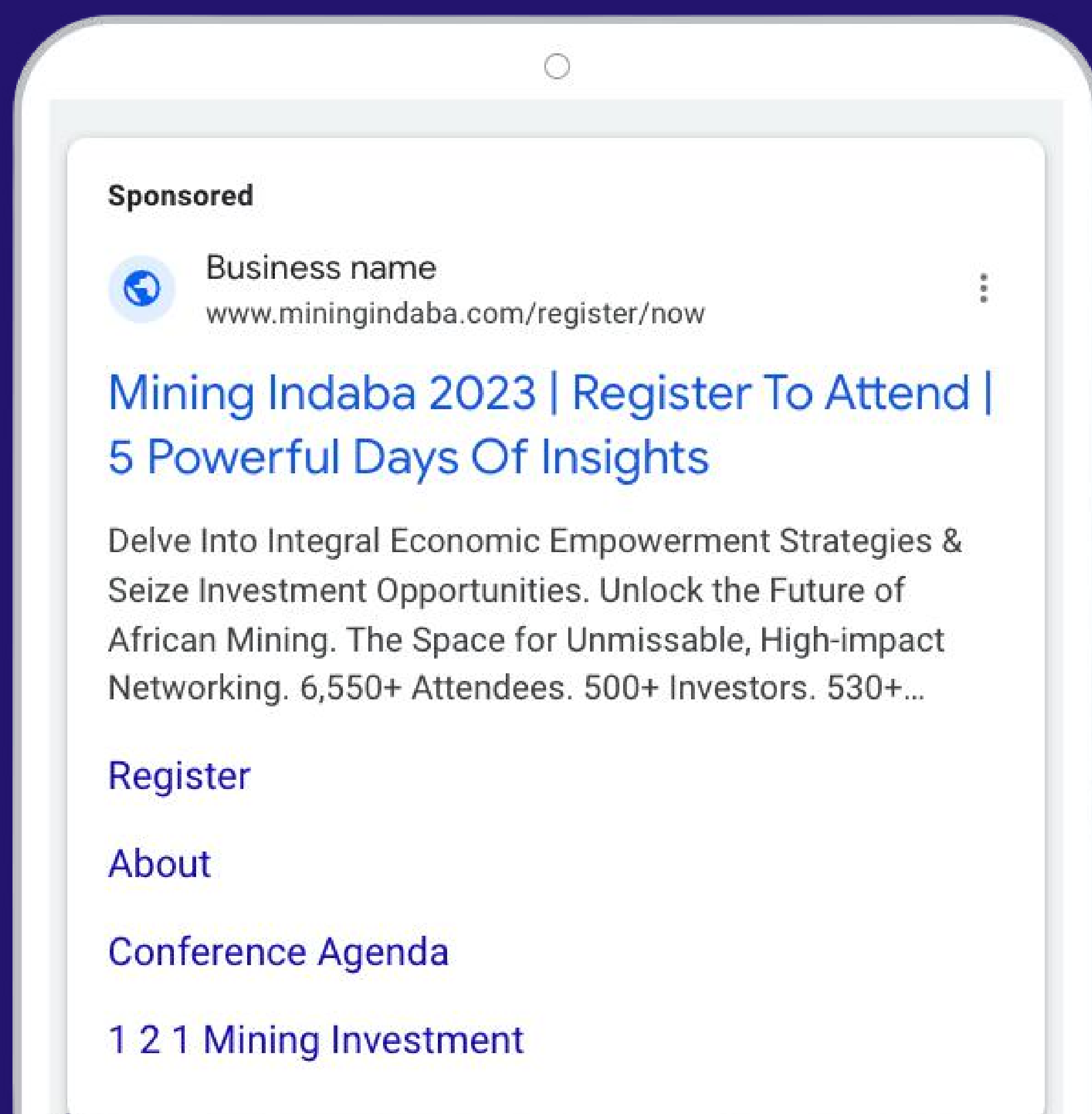
Remarketing Lists for Search Ads (RLSA) were a crucial in the Google strategy, generating the second highest volume of registrations behind the branded search campaigns.

Google Results

**358.6K
Impressions**

**35.6K
Clicks**

**1.9K
Ticket Sales**

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Business name
www.miningindaba.com/register/now

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1 2 1 Mining Investment

LinkedIn Approach

As the objective was paid delegate ticket sales, we targeted high quality B2B professionals within the mining sector in Africa.

The Top of the Funnel campaigns targeted job titles in Africa, during the awareness stage.

LinkedIn exceeded our conversion target by 244%.

At Bottom of the Funnel we ran remarketing campaigns to this audience and pushing them to convert.

LinkedIn Results

**626.2K
Impressions**

**6.5K
Clicks**

**200
Ticket Sales**

INVESTING IN
**AFRICAN
MINING**
INDABA

a Hyve event

📅 6-9 FEBRUARY 2023

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Geo-targeting

The main geo-targeting focus was South Africia for LinkedIn and Google. However, we also targeted key regions within the African continent where mining is a key industry.

Key Contributors to Success

The funnel-based search strategy executed across Google Ads was highly successful, contributing towards the overall conversion total.

The LinkedIn and Google Campaign Results exceeded our expectations and were successful in achieving a well-attended event and generating revenue for our client.

The Google results show the power of bidding on keywords with a slightly lower level of intent but higher search volume.

We received a variety of banner creatives in different sizes which supported the overall performance of the campaigns.

Overall campaign results

984.8K impressions

42.1K clicks

2.1K ticket sales

Do you want results like this?

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