

Case Study

tagdigital

How did Tag Digital achieve 1.9K visitor registrations?

Overall campaign results

Impressions: 7.7 million

Clicks: 54.8K

Registrations: 1.9K

Tag Digital x Informa Markets
CPHI China 2022

Who are Informa Markets?

Informa Markets are one of Tag Digital's longest-standing clients, we have worked with the CPHI brand for 8+ years.

Informa Markets connects buyers and sellers and supports the flow of business and trade in over a dozen specialist markets.

Each year CPHI unites more than 100,000 pharmaceutical professionals through exhibitions, conferences and online communities to network, identify business opportunities and expand the global market.

What platforms did we use to reach their goal of visitor registration?

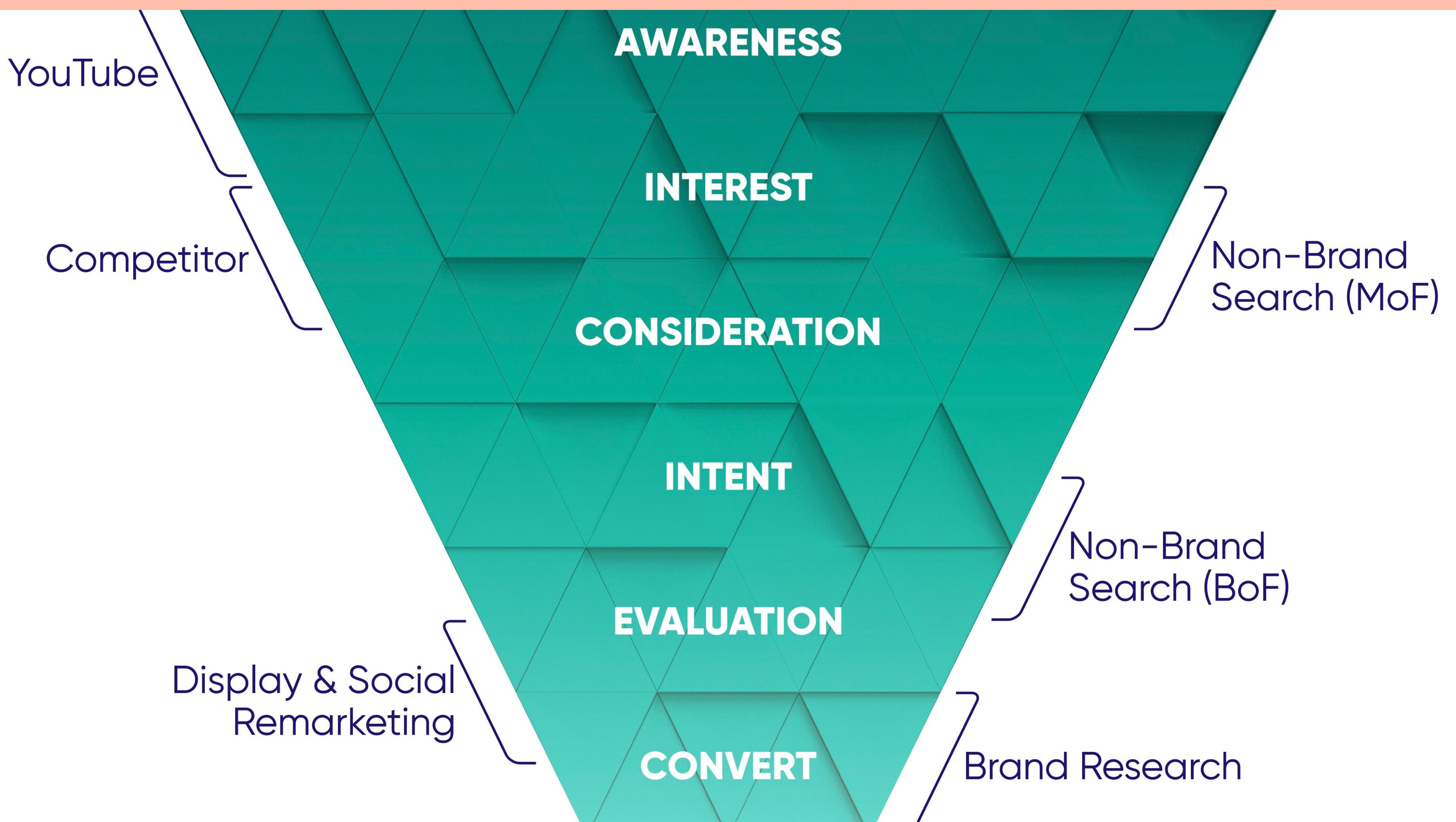
Google

Facebook

The Marketing Funnel

Each stage of the marketing funnel has a different audience and are at different stages of their customer journey.

Throughout the case study BoF (Bottom of the Funnel), MoF (Middle of the Funnel) & ToF (Top of the Funnel) will be referenced.



What was our approach on Google?

For their 2022 CPHI China event, it was an online and in-person integrated event, we took this into consideration when creating the paid campaigns across Google and Facebook.

Campaigns were run across branded Search, Display, and Remarketing on Google.

The Google Display campaigns performed exceptionally well, generating 400 visitor registrations for the event.

Google Results

3.7 million
Impressions

42.6K Clicks

611 Registrations

Ad Preview



The ad preview shows a banner for CPHI & P-MEC China. The banner features the logos for CPHI China and P-MEC China, along with the dates: 21 April - 30 June 2022 | Online Event and 20-22 December 2022 | Shanghai New International Expo Center. The main text reads "Where health & pharma machinery meet" and includes a "Join us online" button. Below the banner, the title "CPHI & P-MEC China" is displayed, followed by the description "CPHI & P-MEC China - An Online and In-Person integrated event." and a right-pointing arrow button.

What was our approach on Facebook?

The Facebook campaigns targeted Bottom of the Funnel (BoF) and Middle of the Funnel (MoF).

BoF audiences that were targeted included users that have engaged with CPHI Facebook, website traffic remarketing audience, data lists provided by CPHI to Tag Digital.

At MoF lookalike audiences were targeted based on data lists provided by CPHI and previously engaged facebook users.

Facebook Results

4 million Impressions

12.2K Clicks

1.3K Registrations



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Experience the entire pharma supply chain no matter where you are in the world! Get your free pass to unlock new business opportunities.

CPHI China | PMEC China

VEC - Virtual Expo Connect grants you access to China's pharma market

21 November - 13 January | Online

Register NOW!

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54.8K clicks

1.9K registrations

Do you want results like this?

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