

Case Study

tagdigital

How did Tag Digital achieve 4.9K visitor registrations?

Overall campaign results

Impressions: 80.2 million

Clicks: 166.9K

Registrations: 4.9K

Tag Digital x Informa Markets
CPHI Frankfurt 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 Ads

Facebook

Programmatic

Microsoft

YouTube

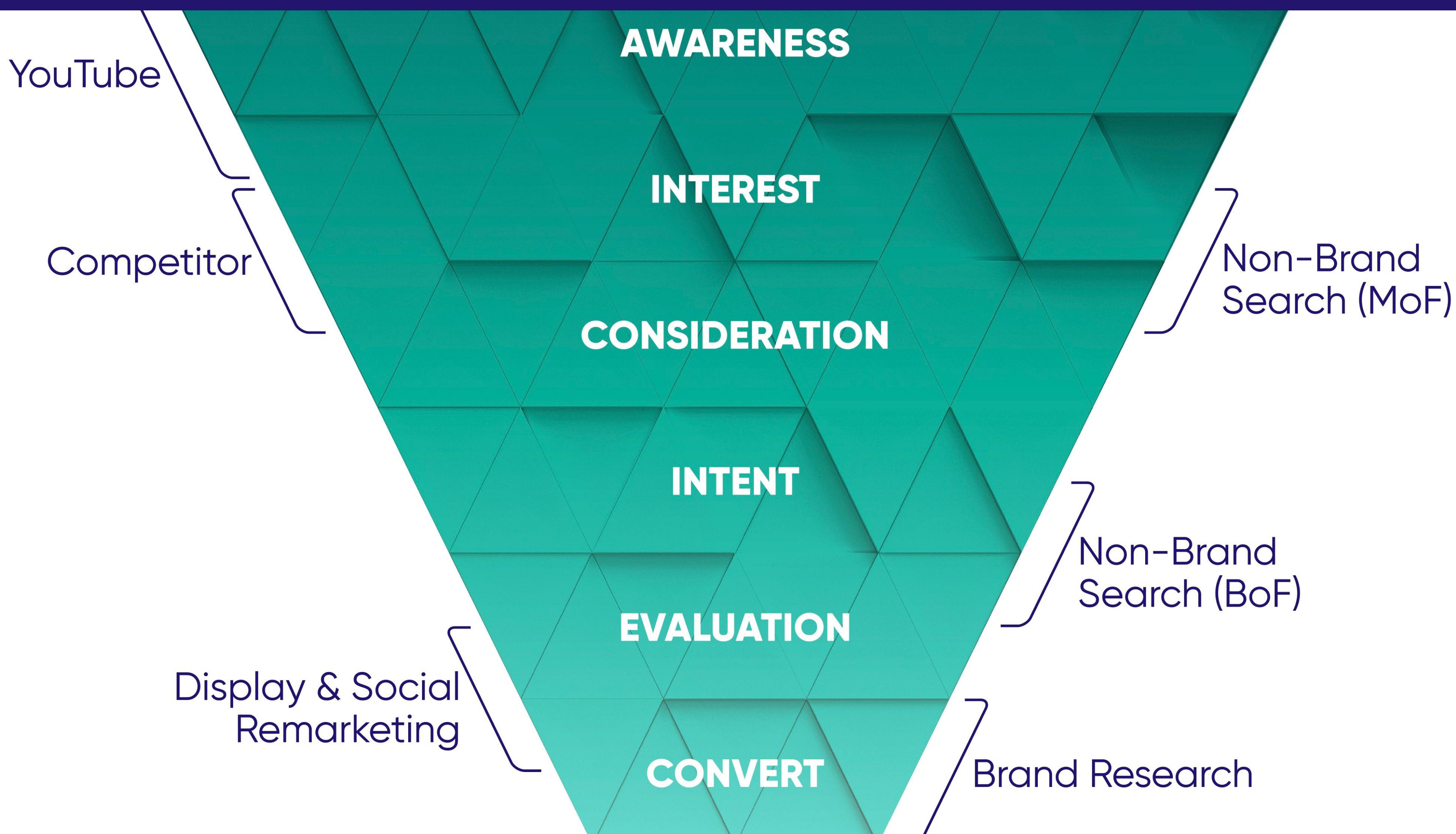
LinkedIn

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.

See marketing funnel and stages below.



What was our approach on Google?

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

Performance Max was utilised and generated over 400 registrations.

Performance Max is a goal-based campaign type that enables performance advertisers to access all of their Google Ads inventory from a single campaign.

Google Results

18.2 million
Impressions

130.4K Clicks

3.7K Registrations

Ad Preview



At the heart
of Pharma

CPHI
Frankfurt

CPHI Frankfurt 2022

CPHI Frankfurt is considered the go-to pharma event for any industry professional.

>

The ad preview shows a dark green background with a photograph of two men in business suits shaking hands. The text is white and green. The CPHI Frankfurt logo is prominently displayed. A white bar at the bottom contains the event name and a call to action with a right-pointing arrow.

What is 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 are the benefits?

Premium Ad Placements

Advanced Targeting

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

Programmatic performed strongly for the CPHI Frankfurt event.

Over 55 million impressions were served for this campaign, achieving an additional 42 event registrations.

Running programmatic also positively contributed to the branded Search campaigns across Google.

What was the approach on Facebook?

We targeted all stages of the marketing funnel on Facebook.

ToF campaigns targeted relevant job titles. MoF campaigns utilised lookalike audiences based on the remarketing audiences such as website traffic, page engagers and data lists.

BoF campaigns remarketed to website traffic, page engagers and video views. They also remarketed to registered users to encourage these users to attend the event.

BoF audiences had the strongest visitor registrations.

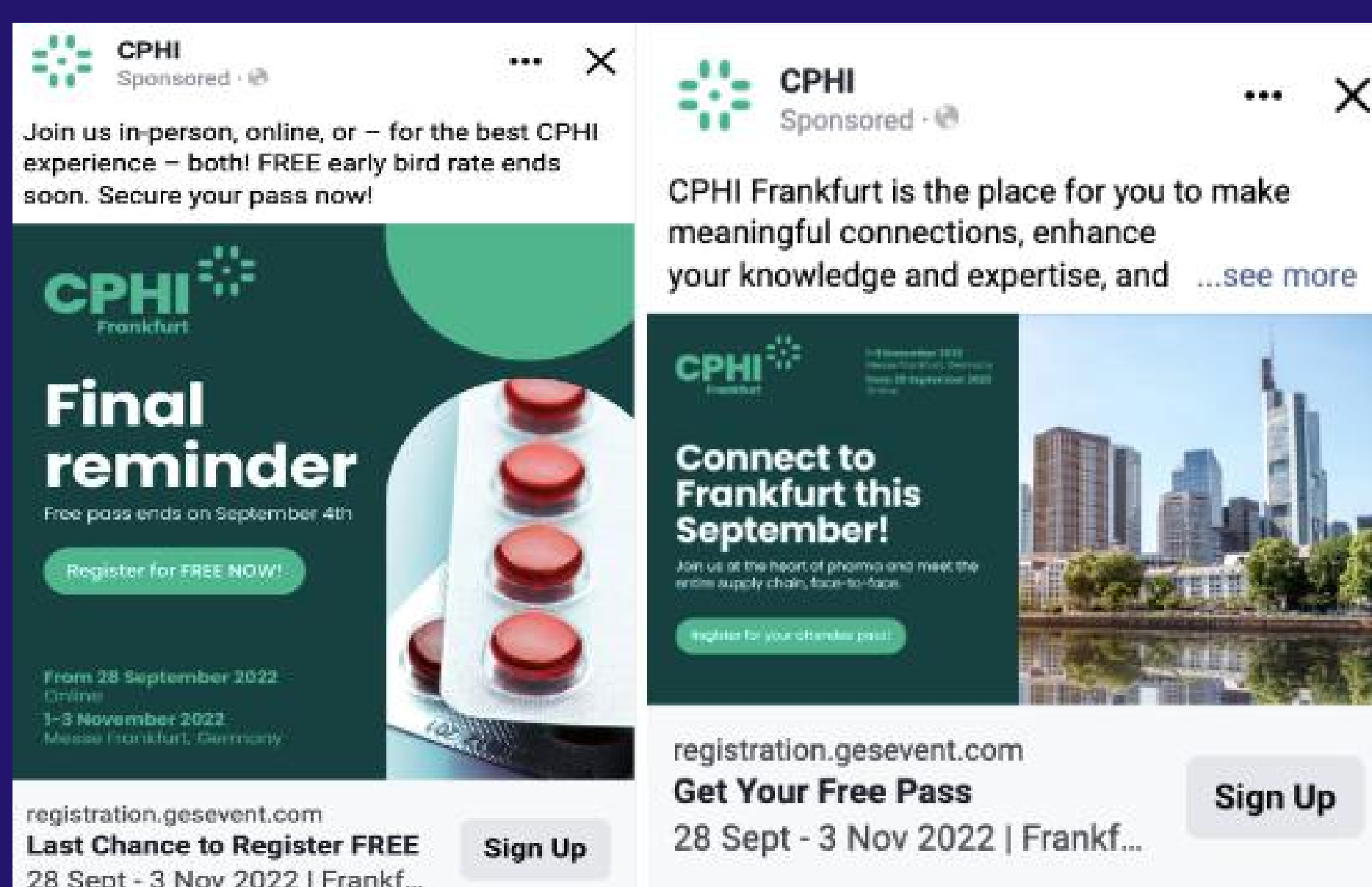
Facebook Results

3.4 million
Impressions

7K Clicks

461 Registrations

Ad Preview



What was the approach on LinkedIn?

ToF and BoF were targeted across the LinkedIn campaigns.

ToF campaigns targeted member skills and website traffic.

BoF campaigns used remarketing and data lists.

The remarketing audience performed strongest, generating over 170 visitor registrations.

LinkedIn Results

3.3 million
Impressions

25.9K Clicks

383 Registrations

Ad Preview



What was our approach on Microsoft?

Branded and non-branded search campaigns were run, as well as applying a remarketing list for search ads (RLSA) audience.

The RSLA audience enabled the display of relevant ads to customers who had previously visited the CPHI site.

Microsoft Results

29.3K
Impressions

3.4K
Clicks

310
Registrations

Do you want results like this?

80.2 million
Impressions

166.9K
Clicks

4.9K
Registrations

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