

CASE STUDY

tagdigital

How did Tag Digital achieve 52% of overall visitor registrations?

Tag Digital x Clarion Events
Philadelphia Gift Show 2023

Campaign Results:

Impressions: 348.4K

Clicks: 8.6K

Registrations: 574

Our Client - Clarion Events

Tag Digital ran paid advertising campaigns for our client's 2023 event - Philadelphia Gift Show.

This campaign ran from November 2022 until February 2023.

This event is the largest gift show in the tri-state area, bringing together the region's retailers to discover the latest trends.

Tag Digital has worked with Clarion for over 5 years on paid advertising campaigns across a variety of events.

Campaign Objective:

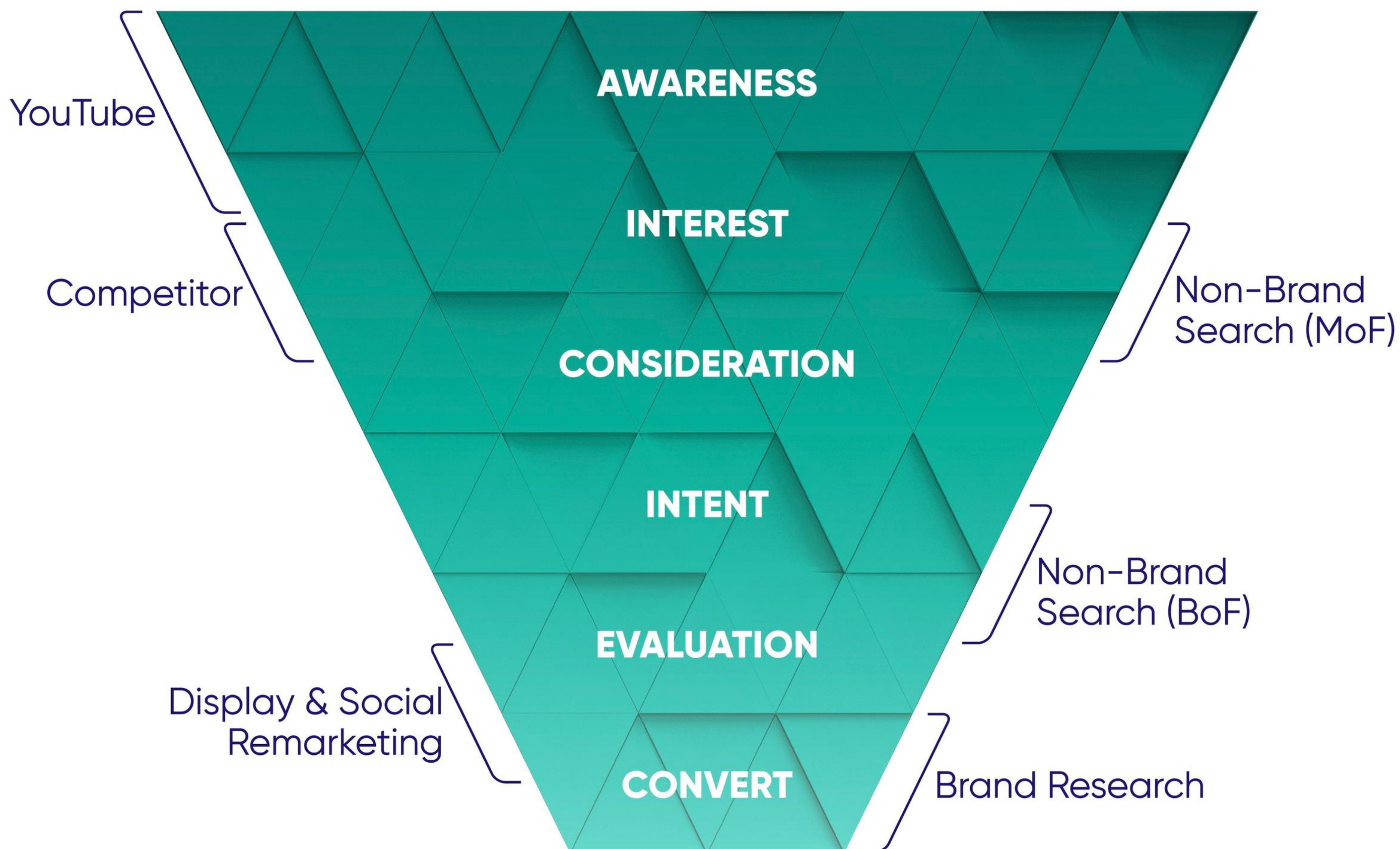
Free Visitor Registration

Platforms Used

Google

Facebook

Marketing Funnel



A full funnel approach was used across Google and Facebook.

Throughout this case study, Top of the Funnel (ToF), Middle of the Funnel (MoF), and Bottom of the Funnel (BoF) will be referenced and hyperlinked back to this page for ease.

Google Approach

We adopted a full funnel strategy utilising the Google Search and Display networks to reach audiences at every stage.

We used custom intent audiences, a combination of keywords & competitor URLs during the awareness stage targeting.

By running this display awareness activity we drove significant levels of traffic to the website, building remarketing audiences.

The combination of strong, engaging ad copy, combined with relevant keyword targeting drove high levels of engagement.

Google Results

72.5K Impressions

4.6K Clicks

358 Registrations



Facebook Approach

The remarketing campaign was the most successful, generating 72% of overall Facebook registrations.

The CPA was 50% less than the new data campaign.

To optimise the campaigns, we expanded the size of the lookalike audiences to 2% and conversions doubled in 2 weeks.

The ad creative was also optimised to include event images and the conversions increased by 243% in 2 weeks.

Facebook Results

275.8K Impressions

4K Clicks

216 Registrations



Overall campaign results

348.4K impressions

8.6K clicks

358 registrations

52% of overall event registrations

Do you want results like this?

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