

CASE STUDY

tagdigital

**How did Tag Digital achieve
127% over target for paid
ticket sales?**

**Tag Digital x Clarion Events
Indian Gaming Show 2023**

Campaign Results:

Impressions: 318.6K

Clicks: 9.1K

Ticket Sales: 459

Our Client - Clarion Events

We ran paid advertising campaigns for Clarion, from January to March 2023 for their event, Indian Gaming Tradeshow.

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

However, this was our first time working on this specific event.

Campaign Objective:

Paid Ticket Sales

Platforms Used

Google

Programmatic

Meta

LinkedIn

Marketing Funnel



We will refer to the different stages of the marketing funnel as ToF, MoF and BoF throughout this case study.

What does this mean?

ToF - Top of the Funnel

MoF - Middle of the Funnel

BoF - Bottom of the Funnel

How did we generate 239 paid ticket sales on Google?

We ran Search, YouTube Awareness and Remarketing Ads.

We targeted brand keywords and BoF, and MoF keywords in our search campaign.

The combination of branded keywords and BoF keywords worked very well across our search campaigns and drove high value ticket sales.

This drove sales from audiences searching for Casino & Gaming themed which are high-intent search terms.

Google Results

68K Impressions

6.8K Clicks

239 Ticket Sales

Sponsored



indiangamingtradeshow.com

www.indiangamingtradeshow.com/gaming

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Who's Exhibiting

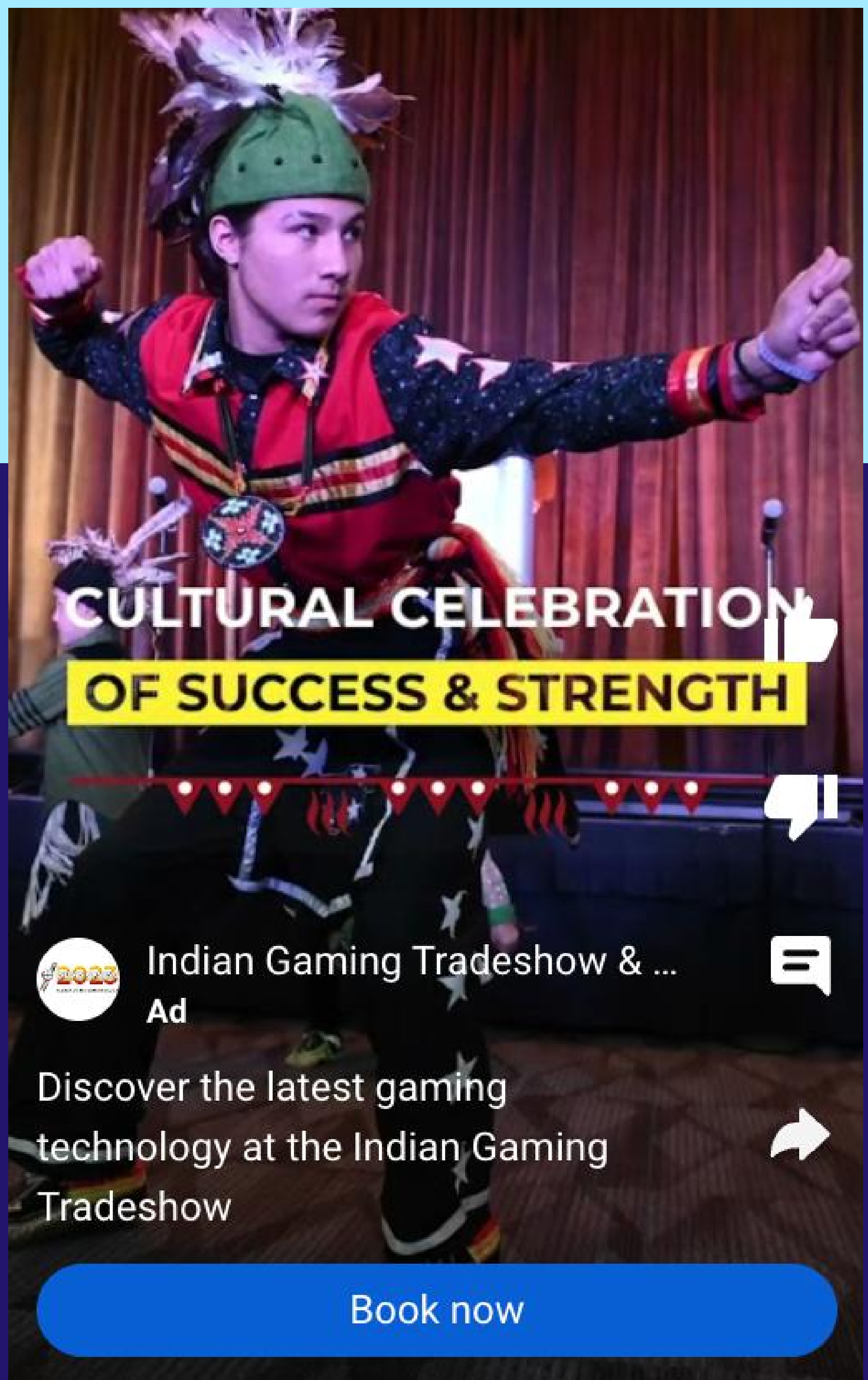
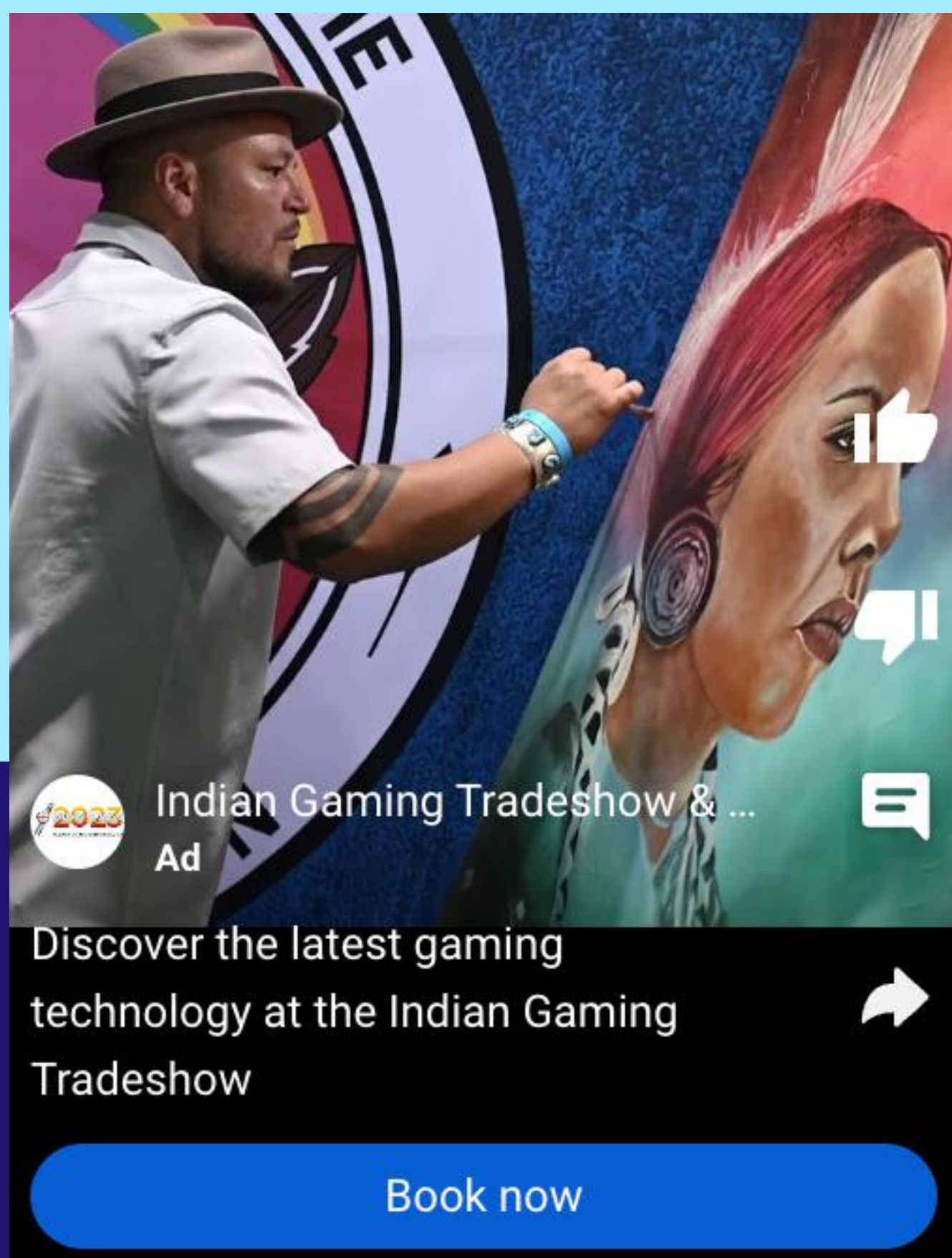
About the Show

Event Schedule

What was our approach on YouTube?

We ran awareness ads that targeted a custom intent audience at BoF as well as remarketing to website visitors.

We utilised a variety of ad placements and video creatives.



Why did we use Programmatic?

Programmatic is on the rise as one of the most powerful digital marketing channels to use. The main focus is brand awareness, however, it 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.

We ran display awareness campaigns and remarketing on Programmatic to increase the clients brand awareness.

Targeting competitors and intent-based keywords, third party audiences and managed placements in the gaming industry.

Programmatic Results

16.8 million Impressions

121K Clicks

How did we generate 170 ticket sales on Meta?

We created two New Data audiences, one combined lookalike audiences with interest targeting and the other combined lookalike audiences with job titles.

We also used remarketing to target established users.

For this campaign we trialed layering job titles and interests with lookalike audiences for the Facebook New Data campaigns which was successful and resulted in this being the strongest performing campaign on Facebook.



Meta Ad Results

159.7K Impressions

1K Clicks

170 Ticket Sales

What was our approach on LinkedIn?

We used LinkedIn to run a remarketing only campaign with a conversion objective.

Remarketing campaigns meant we were targeting users that were already familiar with the brand and event.

This audience had been served ads previously at earlier stages of the funnel. The audience were at the conversion stage and had high intent to purchase a ticket for the event.

LinkedIn Results

90.7K Impressions

1.1K Clicks

50 Registrations



Overall campaign results

318.6K impressions

9.1K clicks

459 ticket sales

127% over target

What did our client think?

We asked Samantha Grimaldi, Group Marketing Director at Clarion her thoughts...

"Tag Digital has been a great partner to our marketing team, helping us with audience acquisition and most importantly conversions!

They are very easy to work with, helpful, and have great suggestions to expand our reach"

Do you want results like this?

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