

# Case Study

**tag**digital

## How did Tag Digital increase brand awareness for Gravit8?

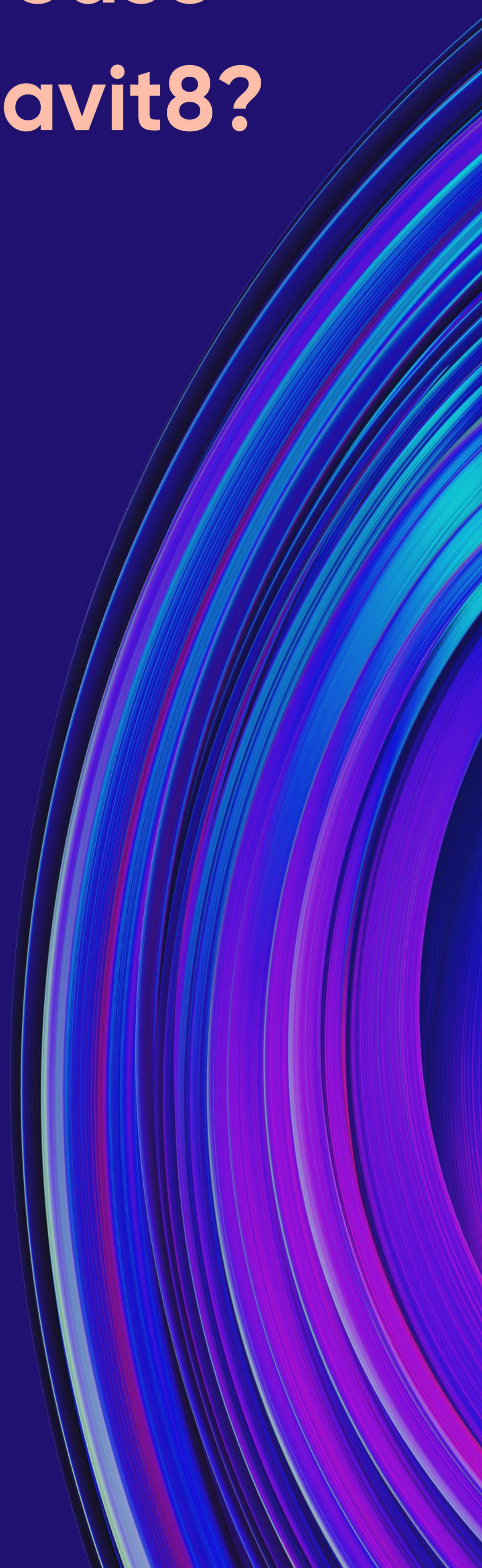
### Overall campaign results

**Impressions: 519.5K**

**Clicks: 36K**

**Leads: 18**

**Tag Digital x Gravit8**  
(Event Tech Campaign)



## **Who are Gravit8?**

They are an event tech company that have developed interactive digital solutions that drive engagement at events.

Gravit8 combine the very best hardware with cutting-edge bespoke software, delivering solutions that support brands with creating engaging, eye-catching talking points for live, virtual and hybrid events.

This was the first time that we were working with Gravit8 on paid advertising campaigns to promote their event tech.

We ran paid campaigns between April and June 2023.

## **What paid platforms did we use?**

**Google**

**LinkedIn**

## What are the benefits to paid advertising for event tech?

Highly targeted

Reach users at  
Scale

Measurable

Stay ahead of  
competitors

Clear ROI

Build data

In this case study we are sharing how we increased Gravit8's brand awareness in the event industry and generated highly targeted leads.

# How did we generate 396.6K impressions on Google?

As part of our Display campaign, we targeted users who were actively searching for different event products and solutions through custom intent audiences.

This drove a large amount of traffic to our website and allowed us to build remarketing audiences.

We created campaigns focused on Gravit8's various products and served specific ads according to the keyword.

## Google results

396.7K Impressions

35.2K Clicks

16 Leads



### Schedule an Online Meeting



Drive exhibition engagement, boost interaction and stand out with our interactive software

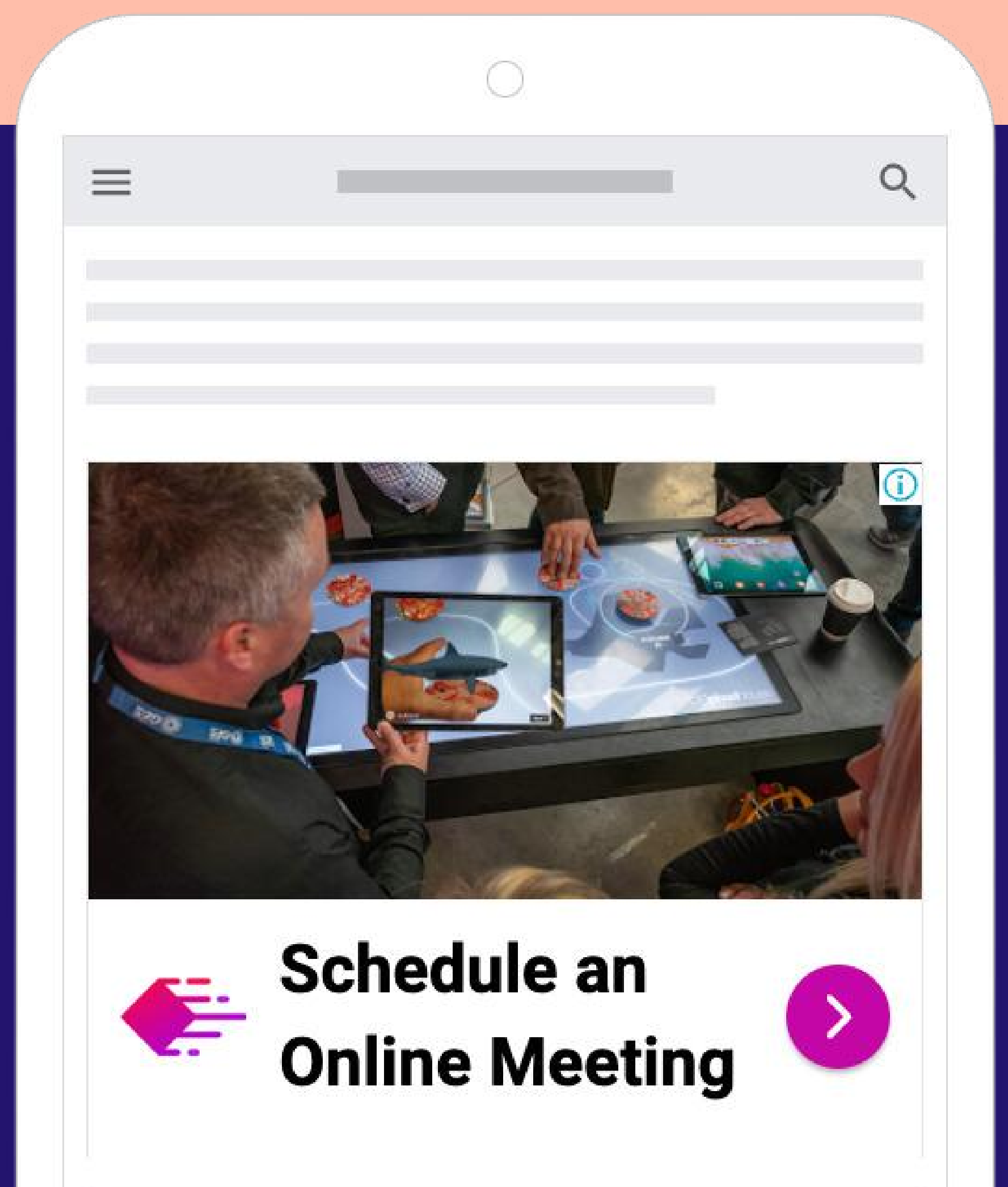


## What was our approach for video on Google?

Introducing video into the campaigns contributed to the strong performance on Google.

We used our top performing custom intent audiences across the YouTube campaign which aided in generating higher quality leads.

Including video also allowed us to explain the products more clearly to a new audience than headlines and descriptions.



## What was our approach on LinkedIn?

We optimised the campaigns and switched to an on platform lead gen form that we started to generate leads.

Similarly, when we changed our new data targeting to a company list layered by job seniorities this improved leads.

Gravit8 supplied us with a company list which ensured we were targeting high quality leads.

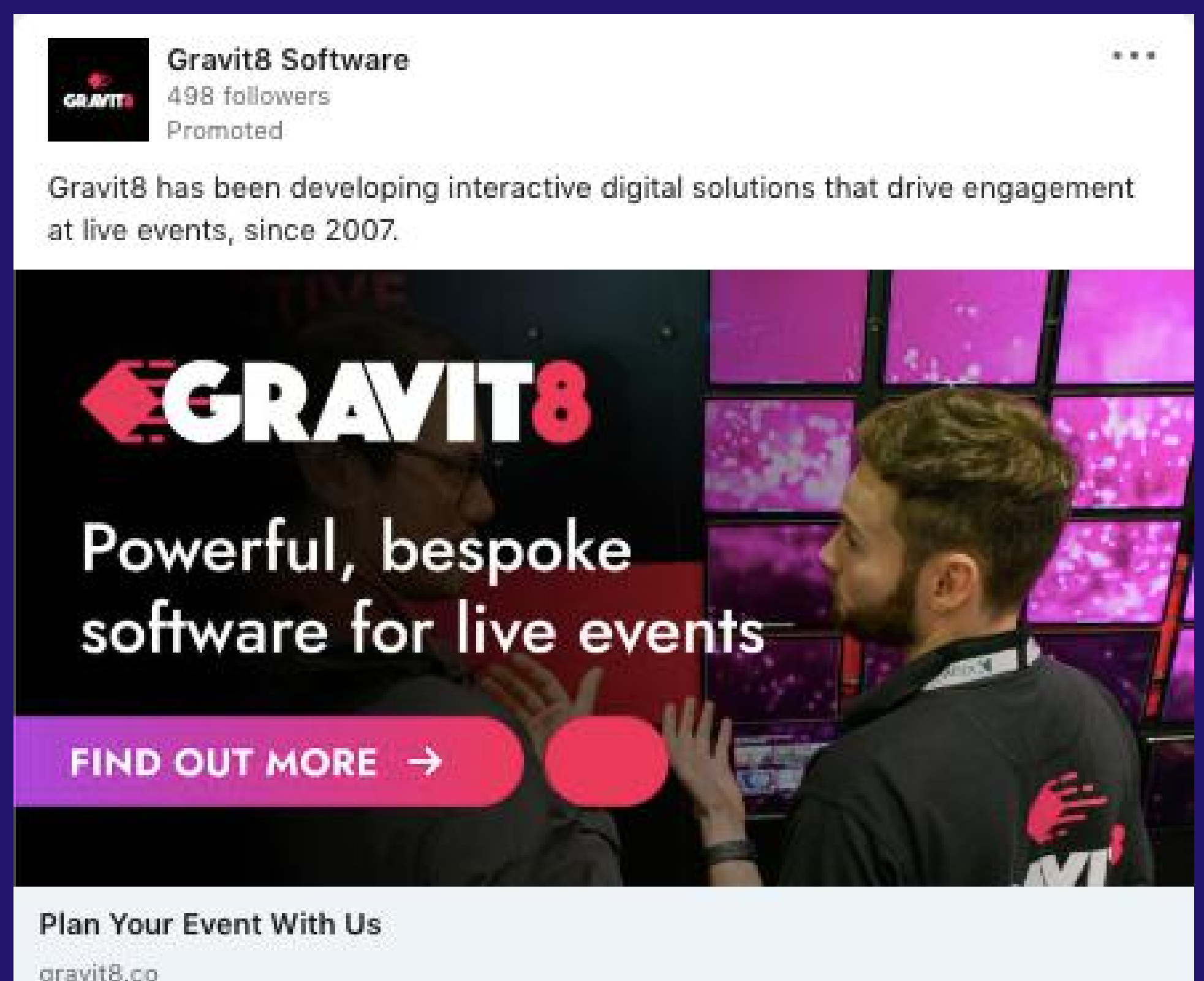
The focus was not on generating a high number of leads, rather ensuring the leads were high quality. The LinkedIn leads were from Gravit8's top company list.

## LinkedIn results

122.8K Impressions

843 Clicks

2 Leads



The screenshot shows a LinkedIn post from Gravit8 Software. The post header includes the company name, 498 followers, and a 'Promoted' label. The main text of the post states: 'Gravit8 has been developing interactive digital solutions that drive engagement at live events, since 2007.' Below the text is a large image featuring the Gravit8 logo and the text 'Powerful, bespoke software for live events'. A pink button with the text 'FIND OUT MORE →' is overlaid on the image. At the bottom of the post, there is a link to 'Plan Your Event With Us' and the website 'gravit8.co'.

# Overall campaign results

**519.5K** impressions

**36K** clicks

**18** leads

**Do you want results like this?**

**BOOK A CALL**