

How did Tag Digital generate 2.6k visitor registrations from paid social campaigns?

Tag Digital x Media 10
UK Construction Week

Campaign Results:

Impressions: 4 million

Clicks: 17.8K

Visitor Registrations: 2.6K

Our Client - Media 10

The Tag Digital team have a strong relationship with Media 10.

We have worked together on the UK Construction Week shows in London and Birmingham since 2019.

The campaign ran Google too, however, this case study is focusing on the strategy and results from paid social.

47% of the visitor registrations generated by Tag Digital came from our paid social campaigns.

This year, we introduced TikTok to the paid social campaigns.

What was the campaign objective?

Free Visitor Registration

What platforms did we use?

LinkedIn

Meta

TikTok

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

What was our strategy on LinkedIn?

In our new data campaign we targeted job titles and industries to reach relevant industry professionals.

Since we have been working on paid campaigns for this event since 2019, we knew that spotlight ads would perform well.

This year, we ran spotlight ads at the remarketing stage (BoF) and they generated the majority of our LinkedIn registrations.

We targeted a broader new data audience at ToF, layering lookalikes with relevant interests during the awareness stage.

The LinkedIn campaigns performed 118% over target.

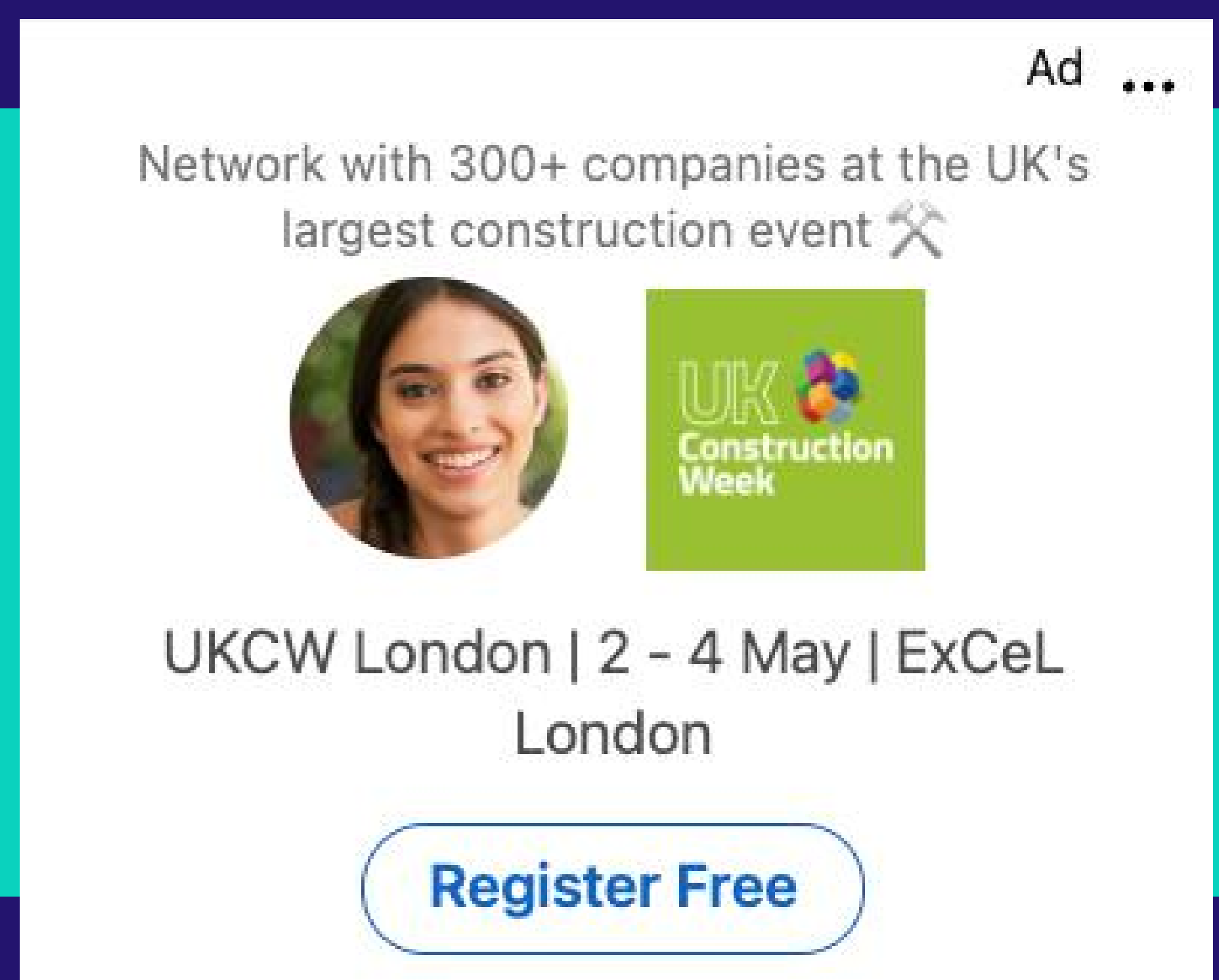
LinkedIn Results

830.9K Impressions


3.2K Clicks



470 Registrations

Spotlight ad preview



Ad ...

Network with 300+ companies at the UK's largest construction event 

UKCW London | 2 - 4 May | ExCeL London

[Register Free](#)

What results did we achieve on Meta?

2.5 million Impressions

11.7K Clicks

2.1K Registrations

What was our strategy?

We ran a new data campaign targeting lookalikes of website traffic and data layered with interests.

We retargeted these users at (BoF) with our website visits and Meta engagement remarketing audiences.

Top Performing Ad Previews



What was our strategy on TikTok?

This year we added TikTok into the paid social platform mix.

We ran a website traffic campaign which was effective at generating cost effective website traffic which we retargeted across other social platforms to convert the users.

TikTok audiences are much broader than the likes of LinkedIn and Meta and rely more on machine learning.

We generated 9 conversions in the background of this traffic campaign, an additional benefit as this was not the objective.

This TikTok campaign performed 347% over target.

TikTok Results

689.3K Impressions

2.8K Clicks

9 Registrations



Overall campaign results

4 million impressions

17.8K clicks

2.6K visitor registrations

***These results are only for the paid social campaigns**

Do you want results like this?

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