tag digital

How did Tag Digital achieve 15.1K paid ticket sales for Awesome Con 2023?

Tag Digital x Clarion Events
Awesome Con 2023

Campaign Results:

Impressions: 3.1 Million
Clicks: 149.3K
Ticket Sales: 15.1K

Our Client – Clarion Events

We ran paid advertising campaigns for Clarion Events, from March to June 2023 for their event, Awesome Con.

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.
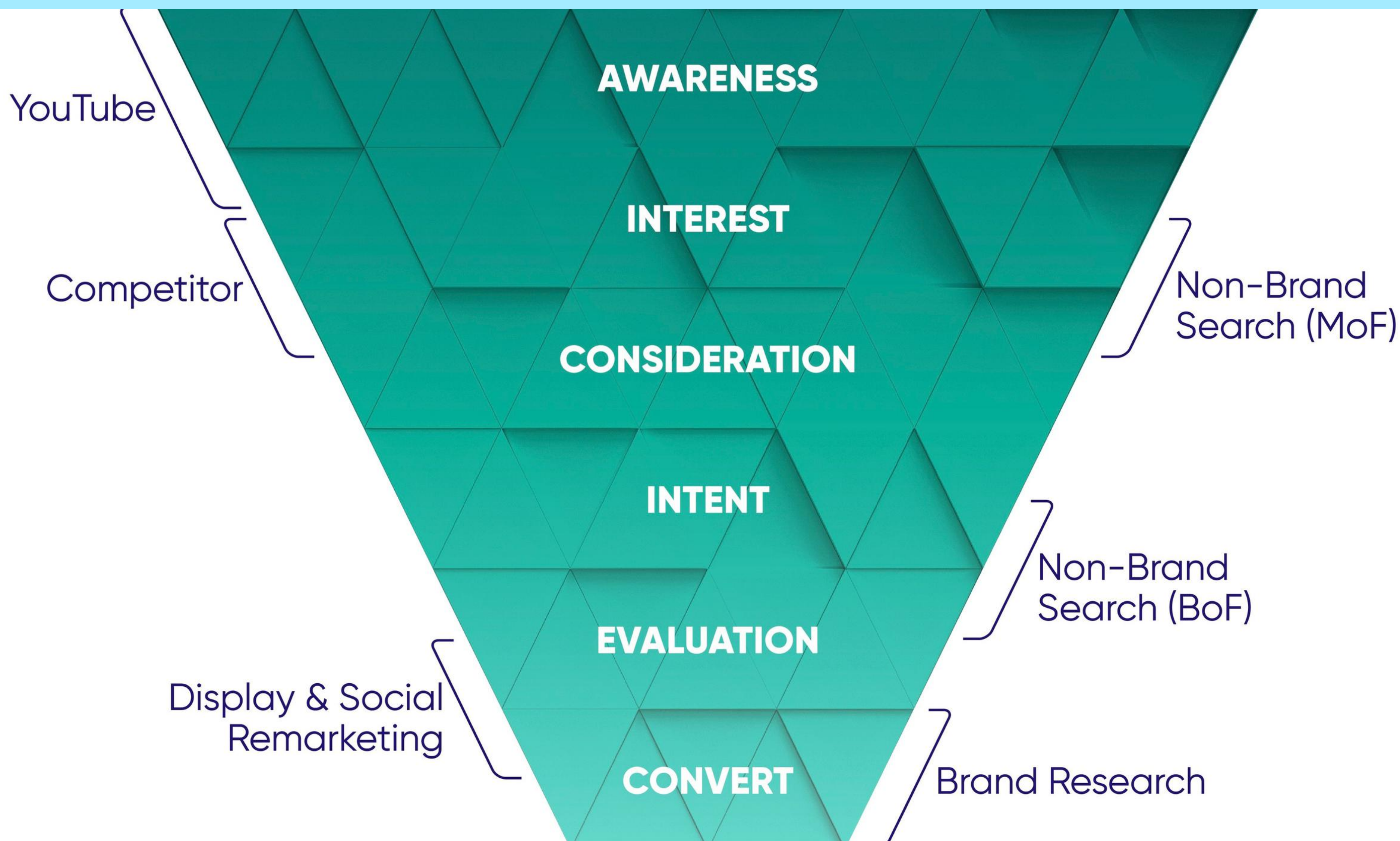
Campaign Objective:

Paid Ticket Sales

Platforms Used

Google   Meta   TikTok

Marketing Funnel

YouTube

Competitor

Display & Social
Remarketing

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

CONVERT

Non-Brand
Search (MoF)

Non-Brand
Search (BoF)

Brand Research

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 9.9K ticket sales on Google?

We utilised a <u>full funnel approach</u> on Google.

At <u>ToF</u> we targeted those interested in pop culture and comic books on Google Display Network.

To reach the audience at <u>MoF</u>, we used Google Search to target those actively searching for pop culture / comic book events and services.

Google Ad Previews

Awesome Con

Unleash Your Inner Superhero And Join The Excitement This Summer In Washington DC.

AWESOME CON
MAY 1-3 WASHINGTON DC'S COMIC CON

June 16-18 | Washington DC

A 3-Day Celebration Of Geek Culture, Cosplay & Comics, Bringing Over 70,000 Fans Together.

CLOSE   BOOK NOW

Targeting on Google

The search campaigns covered keyword targeting at <u>MoF and BoF.</u> The keywords focused on comic books, graphic novels, cosplay, Marvel, D&D, Doctor Who etc.

Our awareness campaign initially focussed on custom intent audiences using a combination of keywords & competitor URL.

We utilised the Google Ads algorithm to reach individuals with similar online behaviours to those already converted.

Google Ad Previews

June 16-18 |
Washington DC

Get Ready For An
Unforgettable Weekend Of
Fun, Entertainment, And
Fandom.
Awesome Con

Close   Book now

A Super Line-Up

A 3-Day Celebration Of Geek Culture, Cosplay & Comics, Bringing Over 70,000 Fans Together.

How did we use Dynamic Revenue Tracking on Google?

Through Google Tag Manager we were able to utilise the data layer, populated with purchase information, to push conversion value into Google Ads dynamically.

This allowed us to upgrade our bidding strategy from maximise conversions to maximise conversion value – which saw our tracked revenue grow exponentially during this campaign.

As a result of feeding Google this data, the campaigns were able to generate an overall ROAS of 58.

This means the client made 58x return on their media spend.

Overall Google Results

289.6K Impressions

9.9K Ticket Purchases

79.3K Clicks

175% Over Target

How did we generate 5.1K ticket sales on Meta?

We ran remarketing and new data campaigns. We had one new data campaign that was focused on generating engagement for organic posts with boosted posts.

There was an increase in conversions after we introduced boosted posts alongside the conversion campaign.

This generated strong brand awareness and strengthened the remarketing campaign and as a result increasing ticket sales.

We had two new data campaign, one targeting interests and the other using lookalikes of the remarketing audiences.

Overall Meta Results

1.7 Million Impressions

5.1K Ticket Purchases

68.1K Clicks

239% Over Target

How did we use interest targeting and creatives to increase conversions?

We split the interests on Meta to target specific segments of the show: Awesome con Jr, Cosplay, Star Wars/Star Trek, Anime & Doctor Who/Lord of the Rings.

This allowed us to analyse what segments of the show were attracting the most conversions and also allowed us to direct specific messaging and creatives toward each interest.

We added specific creatives to match the interest targeting and found that the results of the audiences greatly improved.

Meta Ad Previews

How did we use TikTok to increase brand awareness for Awesome Con?

The objective was to increase brand awareness, produce impressions and website traffic from TikTok ads.

This strengthened our remarketing audiences across other platforms by driving individuals to the website.

This audience were becoming more aware of the brand and were automatically entered into the remarketing audiences.

We ran an interest targeting campaign targeting general interests related to the event. The strategy was to keep the targeting broad to achieve the goal of brand awareness.

Overall TikTok Results

1 Million Impressions

1.8K Clicks

193% Over Target

How did we optimise the campaigns?

We included speaker specific creatives which had an immediate increase in engagement. Focusing on the biggest named actors in the comic book and sci-fi space.

We diversified our ad messaging over the course of the campaign, launching with an early bird price promotion.

The early bird price drove ticket sales at the start of the cmpaign. We progressed into our longer-running general ad copy focusing on the USPs for the event.

We created interest and excitement amongst in the final weeks before the event with last chance messaging.

With every new launch of ad messaging we saw spikes in engagement and ticket sales.

Do you want results like this?

BOOK A CALL

Overall campaign results

3.1 million impressions

149.3K clicks

15.1K ticket sales

209% over target

4700% return on ad spend