

**How did Tag Digital use
Advantage+ shopping
campaigns to increase
conversions and lower
cost per acquisition?**

Informa – Success Stories:

**Art Toronto
Catersource**

What is Advantage+ shopping?

Broad targeting option on Meta – you only specify a country to target and basic demographic information.

This uses Meta's machine learning in tune with past purchase event data in order to drive cost per acquisition (CPA) down.

The targeting optimises very quickly as it is run by machine learning and AI.

The learning behind these campaigns is geared towards driving revenue in particular.

Campaign Objective:

Delegate Registration



Who was the client?

Informa are one of Tag Digital's longest-standing clients, we have worked with them for over 8 years.

We used Advantage+ shopping targeting for Art Toronto and Catersource by Informa Connect.

What are the events?

Art Toronto is Canada's Art Fair, brought to you by Informa Connect.

Catersource brings the events industry together with the most cutting-edge suppliers and industry professionals.

We worked with Informa Connect on paid advertising campaigns for both 2023 events.

What platform did we use?

Meta



What were the results?

We worked on campaigns for both events last year, this is important for this targeting as it uses existing campaign data.

To see the success of Advantage+ targeting, we ran this as a test alongside the New Data Audience to compare the results.

Below are the Advantage+ results for both events.

Art Toronto Results

161 Conversions

Increase of 19 Conversions

58% lower CPA

Catersource Results

71 Conversions

Increase of 65 Conversions

84% lower CPA