tagdigital

How did Tag Digital generate 88.6K Visitor Registrations for LEAP 2024?

Tag Digital x Tahaluf
LEAP 2024

Overall Campaign Results:

Impressions: 190.8 million
Clicks: 3 million
Conversions: 88.6K
(196% Increase YoY)

Who are Tahaluf?

Tahaluf are an Informa company, Informa are one of Tag Digital's longest-standing clients, we have worked with them across various event brands for the last decade.

We have worked on paid advertising campaigns for LEAP for the last 3 years.

What is the event?

The world's most attended tech event, co-organised by Tahaluf, bringing 215,000+ people to the event every year.

Campaign Objective:

Free Visitor Registration

Platforms Used

Google   Programmatic   Meta   LinkedIn

What was the increase in results compared to 2023?

We placed a big emphasis on International Targeting this year and created a tailored plan to increase registrations.

Total Impressions:

2023 Impressions: 129 million
2024 Impressions: 190.8 million

47% Increase

Total Clicks:

2023 Clicks: 663.8K
2024 Clicks: 3 million

362% Increase

Total Registrations:

2023 Registrations: 29.9K
2024 Registrations: 88.6K

196% Increase

How did we generate over 40K visitor registrations on Google?

We introduced two new campaign types – Performance Max and Demand Gen which were both very effective at driving conversions and increasing brand awareness.

We switched from Google Display to DV360 and Stack Adapt which helped maximise performance on our search campaigns.

Arabic language campaigns gave us significant uplift from the start of the campaign as the event was in Saudi Arabia.

For this campaign we also had a dedicated budget for boosted posts which helped performance.

Overall Google Results

42.3 Million Impressions

686.6K Clicks

42.2K Visitor Registrations

How did we generate 50.7 million video impressions with Programmatic?

Programmatic is on the rise as one of the most powerful digital marketing channels to use.

Programmatic was added to our strategy for LEAP to ensure we were maximising registrations and achieving the clients goal of brand awareness.

We used Stack Adapt and introduced audio ads which helped us access major audio publishers such as Spotify and Pandora,

We took advantage of the high intent format of audio ads where we were able to publish content that users were most likely interested in.

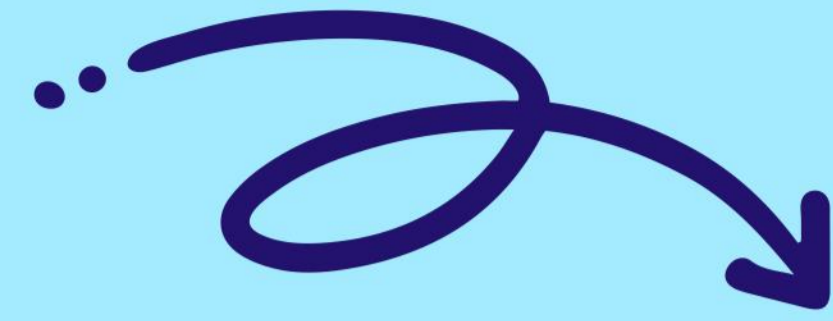## Overall Programmatic Results

50.7 Million Impressions

1.3 Million Clicks

+15% Increase YoY

Ad Previews on Google

Best Performing Video

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172,000
TECH
ENTHUSIASTS

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AT THE
WORLD'S
MOST
ATTENDED
TECH EVENT

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How did we generate 34.5K Visitor Registrations on Meta?

We used tailored ad copy to match with creative provided, using Advantage+ creative with 4 versions of copy and 4 versions of headlines. The users were shown the version they were most likely to respond to.

Boosted posts focused on reaching the international audience, this drove over 5 million engagements to the ads and 49K clicks to the website that helped build our remarketing audience.

Generating registrations wasn't the main objective with boosted posts but it achieved an additional 100 registrations.

We utilised first party data to leverage on past attendees from 2022 and 2023 and expanded these audiences with lookalikes.

Overall Meta Results

93.4 Million Impressions

2.3 Million Clicks

34.5K Visitor Registrations

Ad Previews on Meta
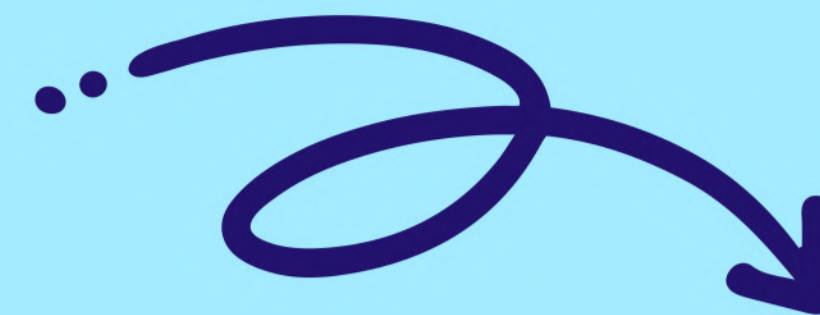
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Steven Bartlett thought LEAP 2023 was in a class of its own 👏
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I've been to a lot of conferences and conventions around the world, and this really feels like it's in a **class of its own.**

Steven Bartlett
Founder, Social Chain

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The **atmosphere** here today is **buzzing.** That's the best word for it.

will.i.am
Tech enthusiast, investor and LEAP 2023 speaker

What was our approach on LinkedIn?

We used persona-based audiences and drilled down into the key personas to expand their international attendees.

We ran 4 different language campaigns for German and Japanese with dedicated language pages and creatives.

We used LinkedIn's AI to automatically generate a new custom audiences. The data set of LEAP's existing international contacts was used then leveraged and expanded on with Predictive Audiences.

Predictive Audiences is a new feature that uses AI and the seed data to create an audience with similar characteristics to your existing data source who are more likely to convert.
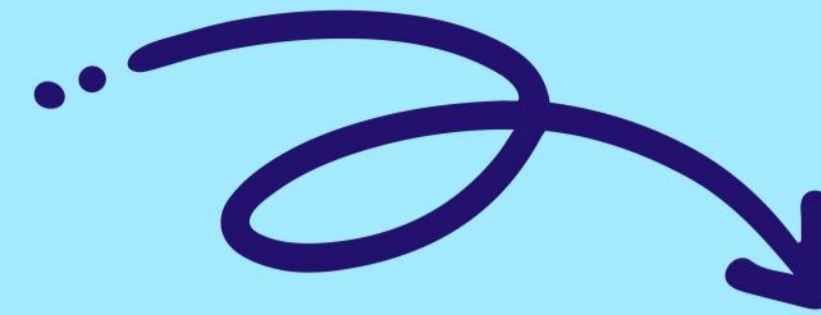
Overall LinkedIn Results

7 Million Impressions

43.6K Clicks

3.6K Visitor Registrations

Ad Previews on LinkedIn

LEAP
54,430 followers
Promoted

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ARVIND KRISHNA
Chairman and CEO, IBM

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67 Conversions
13% of Total Conversions

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54,315 followers
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Vertical assets
achieved 38% of
overall reg

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ANGELA KANE
Vice President & Former UN High
Representative for Disarmament Affairs

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120 Conversions
23% of Total Conversions

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779 Conversions
26% of Total Conversions

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563 Conversions
15% of Total Conversions

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114 Conversions

Overall campaign results

190.8 Million impressions

3 Million clicks

88.6K visitor registrations

Year on Year comparison:

47% increase in Impressions

362% increase in Clicks

196% increase in Visitor Registrations