

How did Tag Digital generate 27.3K Visitor Registrations for Beautyworld ME 2024?

## Tag Digital x Messe Frankfurt Beautyworld ME 2024

### Campaign Results:

-  65.9 Million Impressions
-  350.1K Clicks
-  27.3K Visitor Registrations

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109% over target

## Who are Messe Frankfurt?

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds, based in Frankfurt, Germany.

Tag Digital have worked with Messe Frankfurt on various events since 2018 and started working on Beautyworld in 2022.

## What is Beautyworld ME?

The world's most important international exhibition for the beauty and wellness industry.

### Campaign Objective:

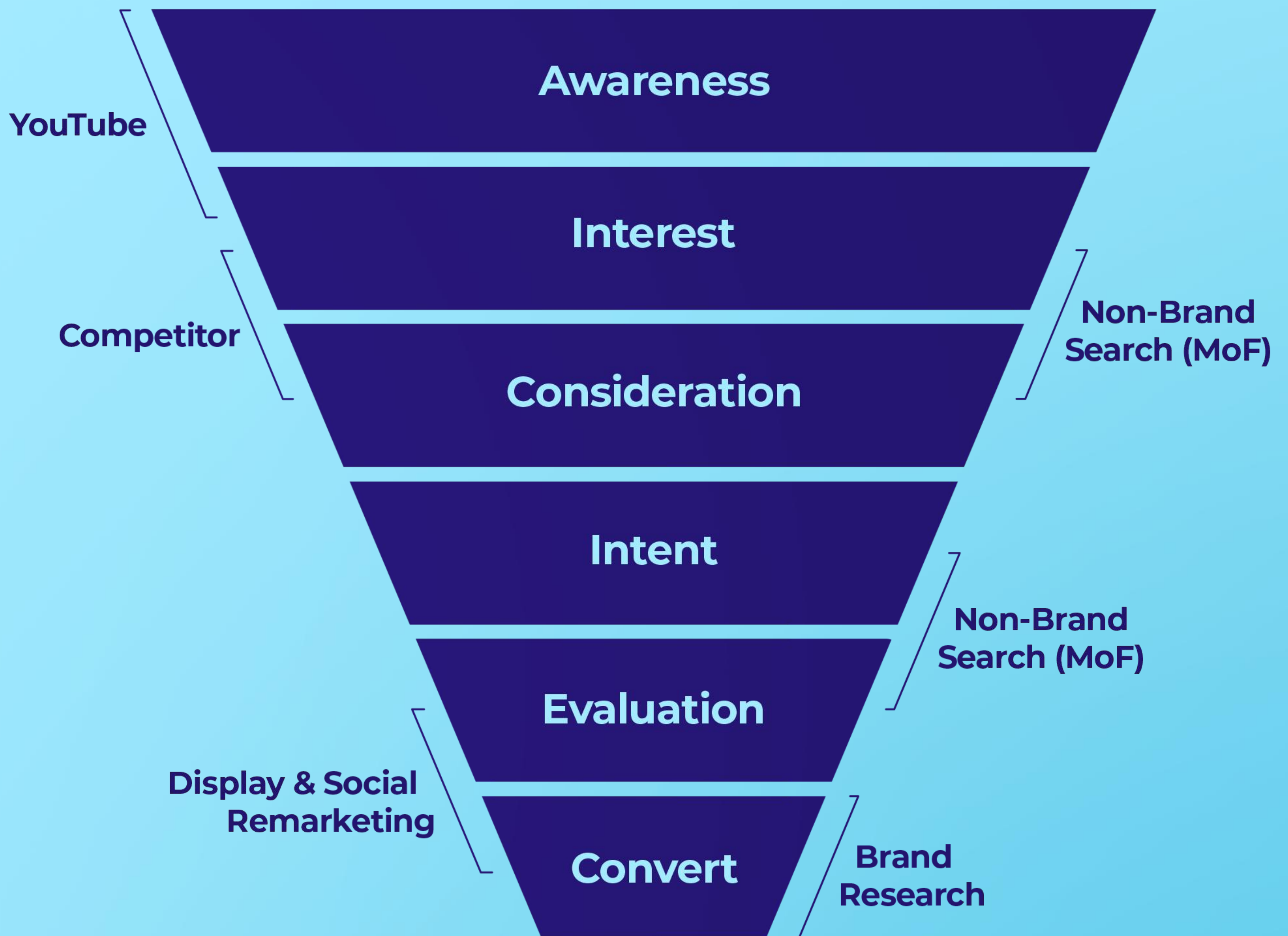
Visitor Registration

### Platforms Used





# Marketing Funnel



## Legend

ToF - Top of the Funnel

MoF - Middle of the Funnel

BoF - Bottom of the Funnel

## What was our overall strategy?

We used Programmatic and TikTok to raise awareness and generate traffic to the event website amongst new users – targeting ToF traffic.

A similar strategy was used on Meta and LinkedIn, we ran boosted post campaigns to help build our remarketing audiences and nurture users down the funnel.

Finally, we ran conversion campaigns on Google and Meta to convert the new users we created across all of the awareness campaigns at a low cost CPA.

This campaign ran for 3 months between July – October 2024.

### Overall Campaign Results:

 65.9 Million Impressions

 350.1K Clicks

 27.3K Visitor Registrations

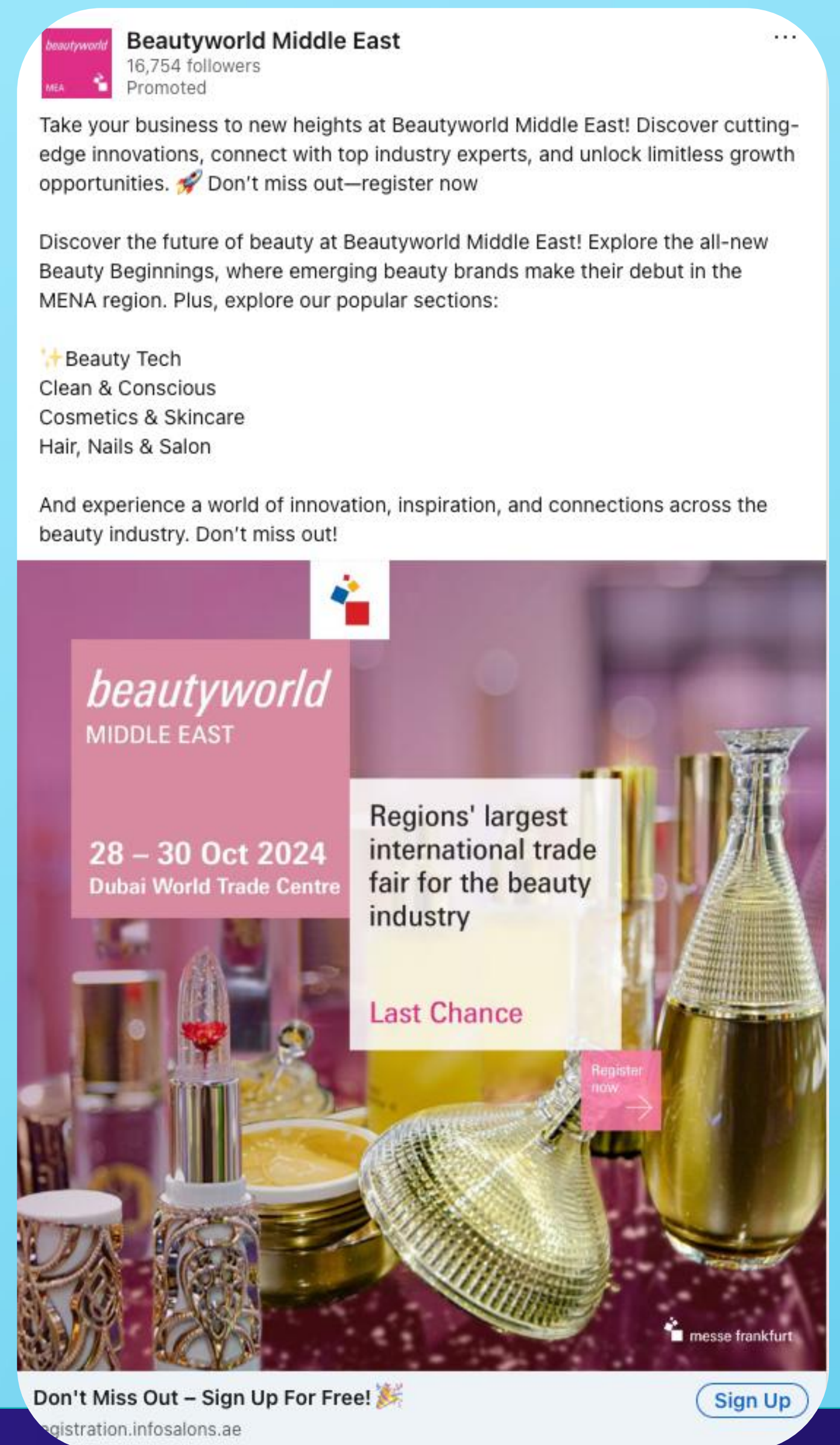


## What was our strategy on LinkedIn?

Since this was a beauty and wellness event, we were targeting wholesalers, retailers, distributors, salon owners, salon professionals, hairdressers and professionals in the Middle East.

We targeted this audience through Job Titles, Member Groups, Member Skills and Remarketing.

Spotlight ads were used for remarketing to push registrations which was the best performing campaign on LinkedIn.

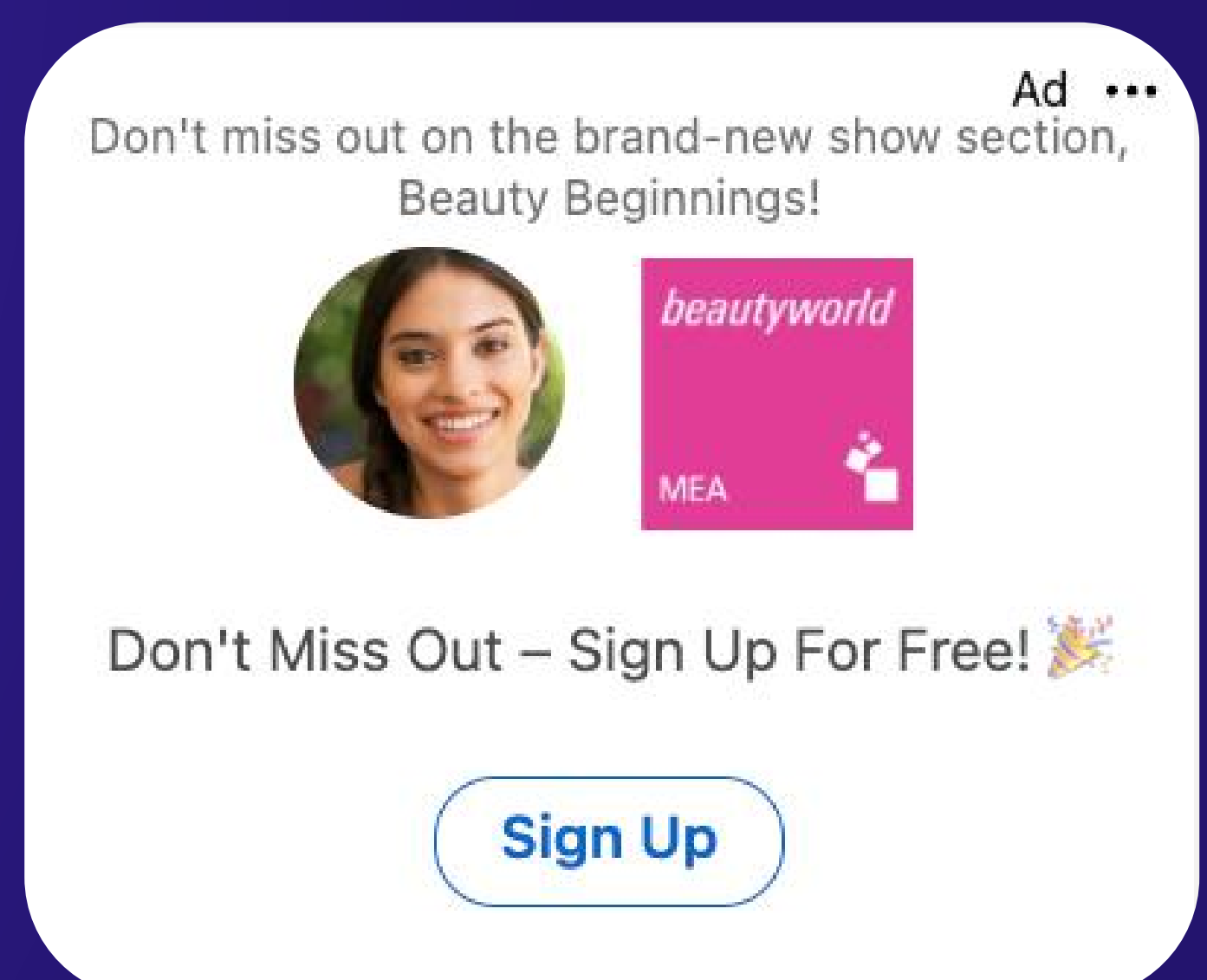


## LinkedIn Results:

👁️ 2.7 Million Impressions

🖱️ 21.2K Clicks

✅ 678 Visitor Registrations



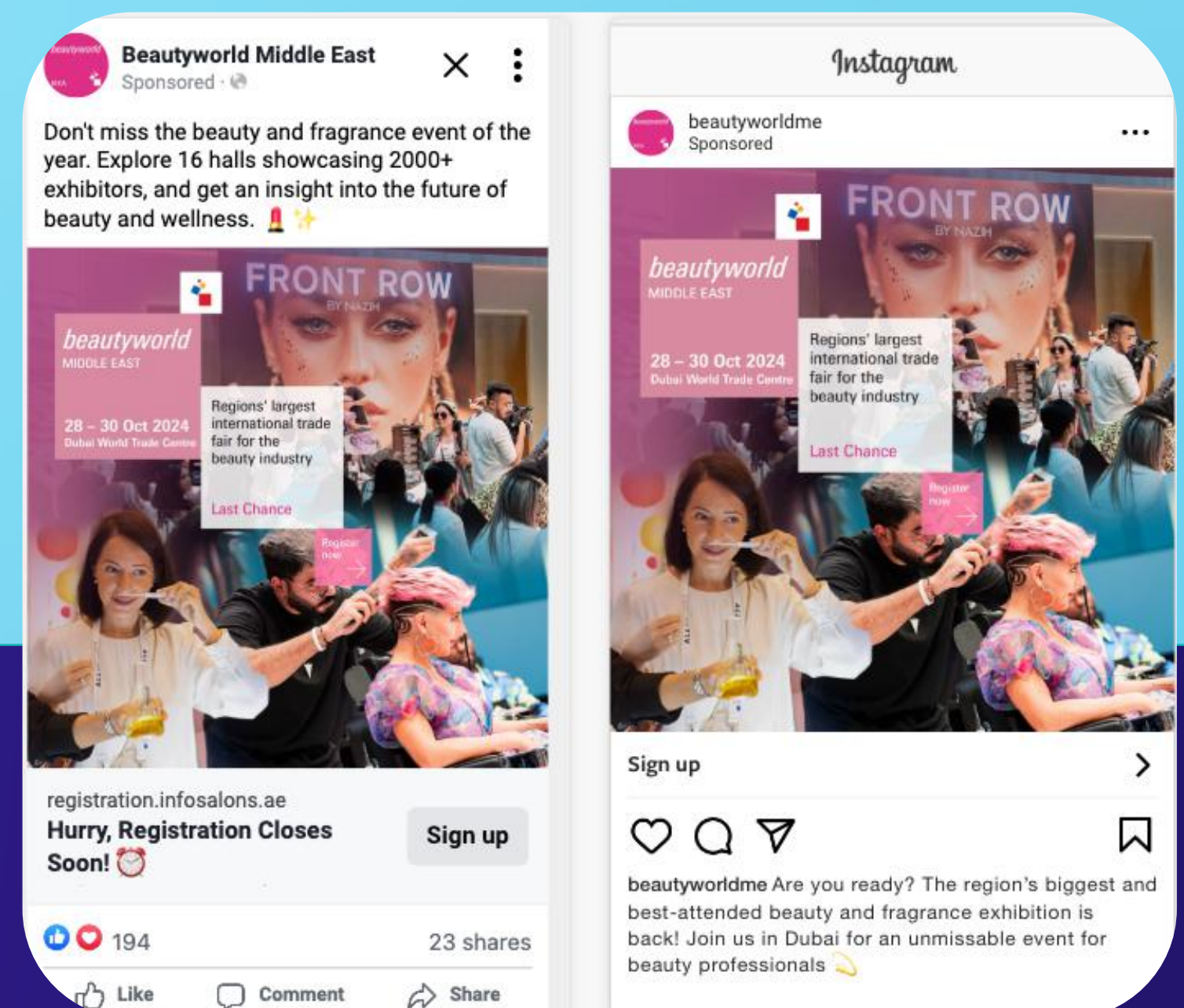
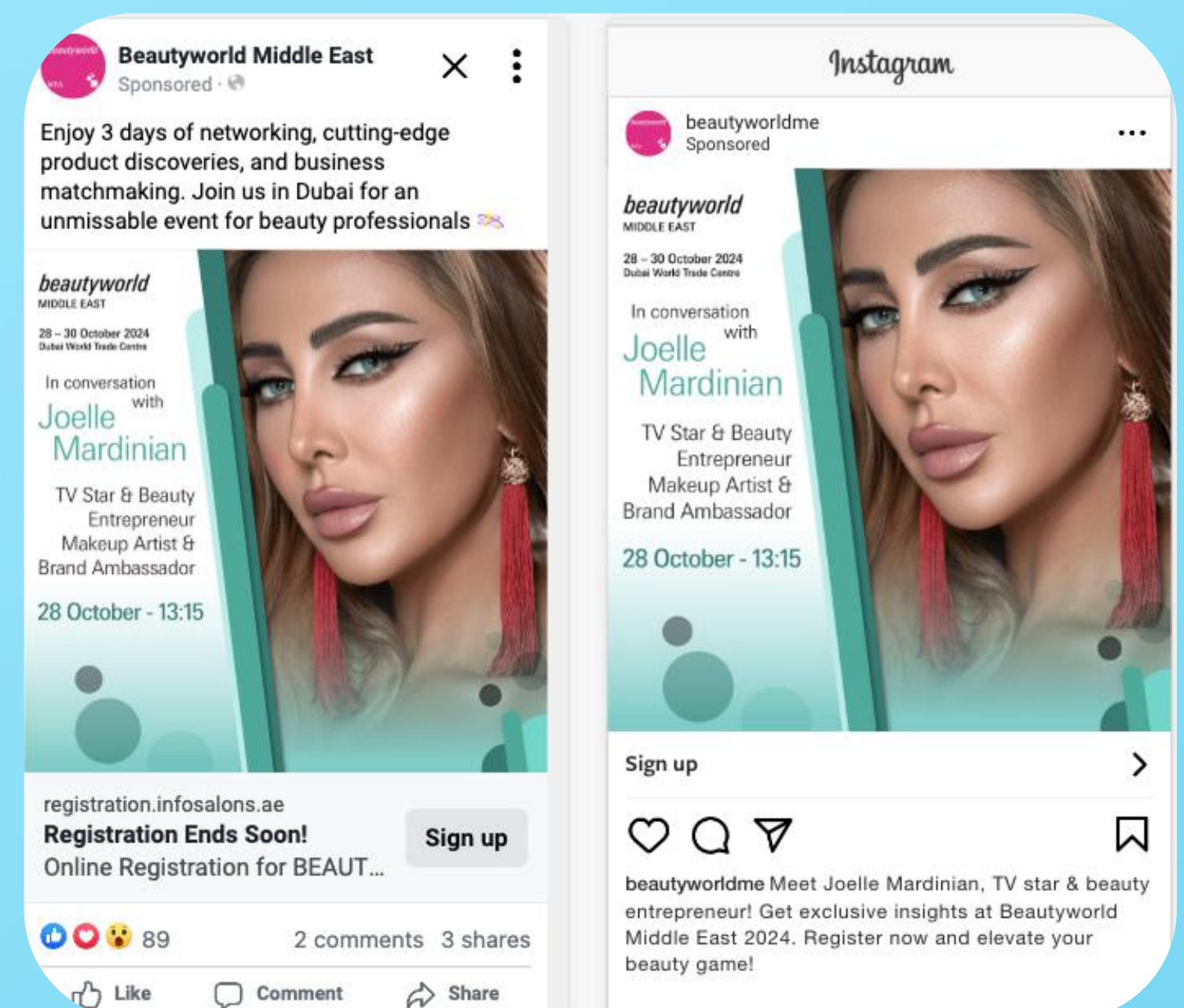


# What was our strategy on Meta to generate 12.8K visitor registrations?

We used boosted posts to raise awareness and generate website traffic from new users, targeting interests, Advantage+ audiences, lookalikes and remarketing.

Advantage+ targeting performed well, which relies on AI and machine learning to find the right users most likely to convert.

Similar to Google, Meta was a high performing platform, with a high volume of conversions at the lowest CPA.



## Meta Results:

👁️ 44.1 Million Impressions

🖱️ 232.4K Clicks

✅ 12.8K Visitor Registrations



## How did we use TikTok as an awareness platform?

Our goal to generate website traffic with new users. We targeted a new data audience through interest and hashtag targeting.

We later converted these users on Google and Meta at a low CPA and ran remarketing campaigns.

The video assets were a key driver for success, the videos didn't stand out as ads, they fit into the platform's style.



 1.6 Million Impressions

 23.3K Clicks

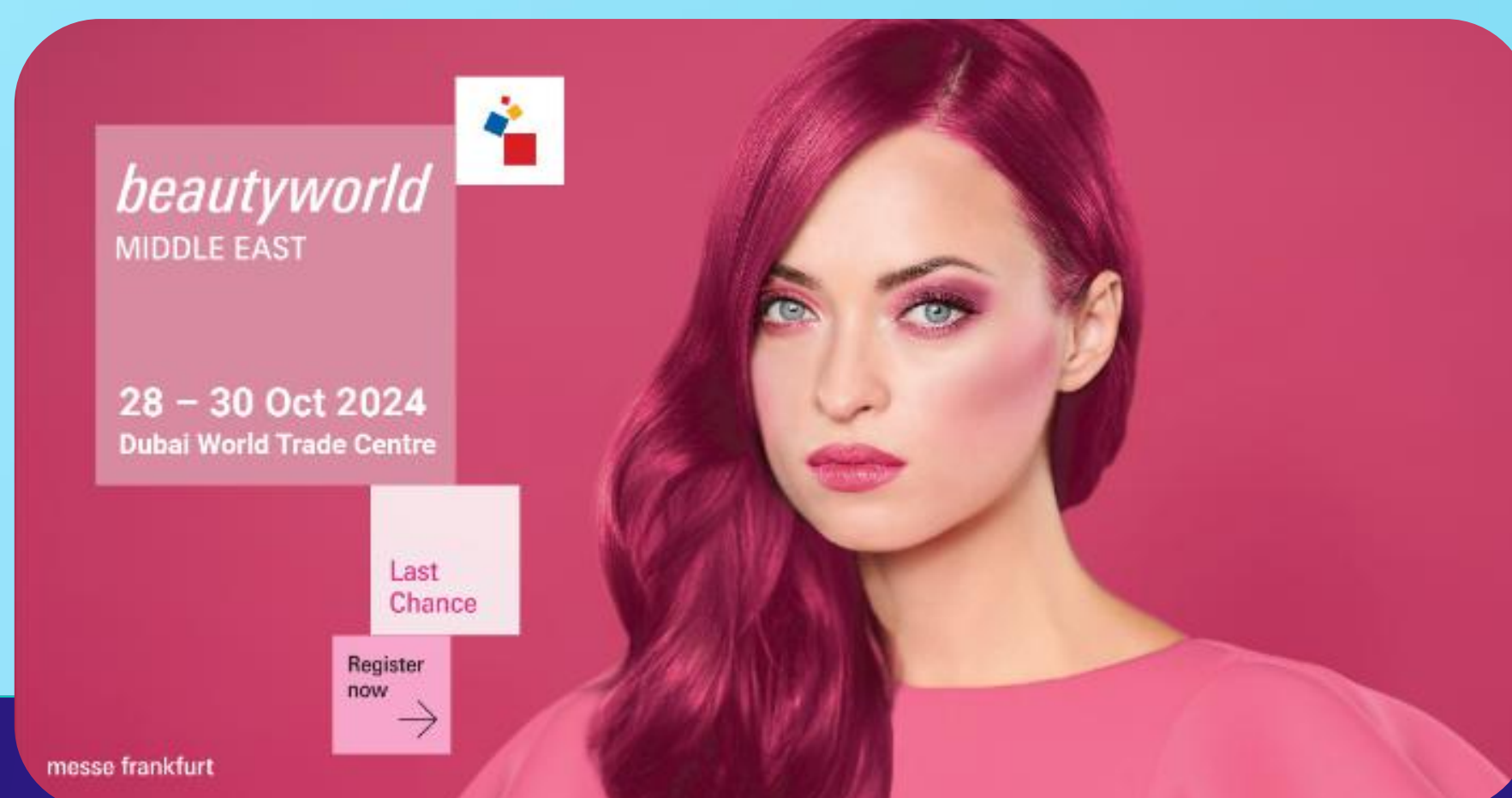


## What was our strategy on Google to generate 13.7K registrations?

Google generated the most conversions at the lowest cost CPA. Both driven by the remarketing and branded search campaigns showing the success of the awareness efforts on Programmatic, TikTok and boosted posts.

We used Google Search campaigns to send high quality traffic to the website as well as Performance Max and Dynamic Search Ads to find the right users.

Google conversions was a result of the wider awareness strategy.



### Google Results:

👁️ 879.9K Million Impressions

🖱️ 56.9K Clicks

✅ 13.7K Visitor Registrations



## What was our Programmatic strategy?

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

This is a premium advertising that allows advertisers to put their ads on highly sought after locations.

***On average Google Display Network serves approximately 10 billion impressions per week, whereas Programmatic serves around 90 billion impressions daily.***

The goal with Programmatic is brand awareness instead of driving registrations, however, we aided conversions with 52.



## Programmatic Results:

👁️ 16.5 Million Impressions

🖱️ 16.2K Clicks

✅ 52 Visitor Registrations



Overall campaign results:

**65.9 Million** Impressions

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**350.1K** Clicks

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**27.3K** Visitor Registrations

**109%** Over Target



## What did our client think?



### **Atefeh Khajeh**

Marketing Manager  
Messe Frankfurt

Tag Digital did an outstanding job for Beautyworld Middle East 2024, delivering targeted digital campaigns that drove engagement and maximised reach. Their expertise in event marketing and data-driven approach ensured exceptional results. They are a fantastic partner to work with!

## Do you want results like this?

**BOOK A CALL**