

How did Tag Digital achieve 196% of target conversions for CPHI Milan 2024?

Tag Digital x Informa Markets CPHI Milan 2024

Campaign Results:

-  28 Million Impressions
-  216.9K Clicks
-  5.5K Delegate Registrations

96% over target

Who are Informa Markets?

Informa Markets are one of Tag Digital's longest-standing clients, we have worked with the CPHI brand for 8+ years.

CPHI are celebrating 35 years uniting pharma professionals – both buyers and sellers and supporting the flow of business and trade in over a dozen specialist markets.

What is CPHI Milan?

CPHI Milan is a premier annual event that unites professionals across the global pharmaceutical supply chain.

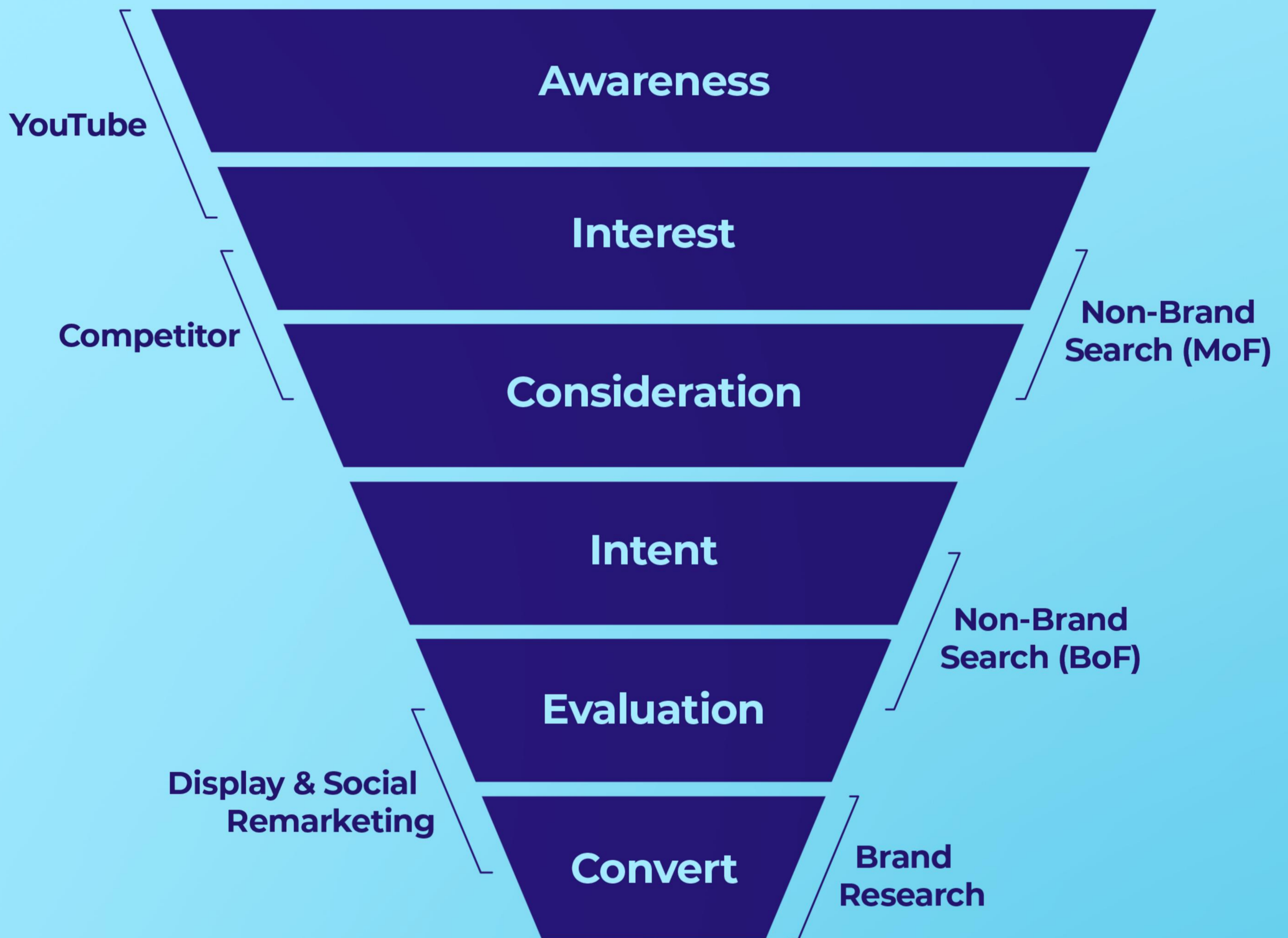
Campaign Objective:

Delegate Registrations

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 a full-funnel paid strategy across Google, Microsoft, DV360, Meta, and LinkedIn.


Google and Meta drove the most conversions, while other platforms generated leads and nurtured users.

Since this was a paid-ticket event, ad traffic was high, but conversions were strong and aligned with the target audience.

On Meta, we targeted abandoned baskets, with one ad converting 52% of these users.

Overall, we achieved 196% of our conversion target while keeping CPA 49% below the goal.

Overall Results:

-  28 Million Impressions
-  216.9K Clicks
-  5.5K Delegate Registrations



What was our strategy on LinkedIn?

We used various ad types on LinkedIn, including spotlight ads, gated document ads, and single image ads.

Initially, the new data campaigns were slow, so we introduced gated document ads, generating 61 strong leads and 3 conversions.

Despite a slow start, this campaigns drove 15.3K website clicks, and remarketing campaigns generated 89% of the conversions.

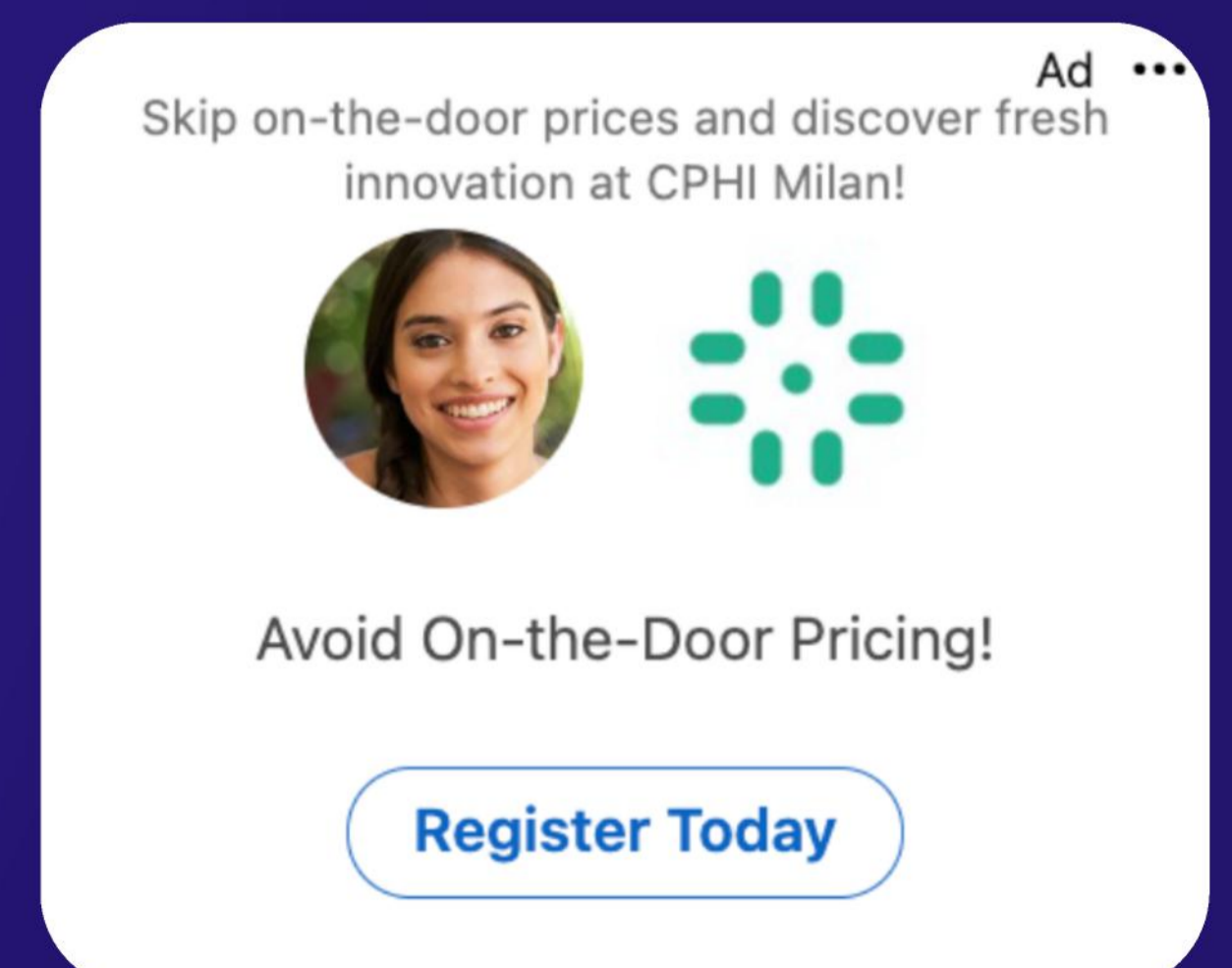
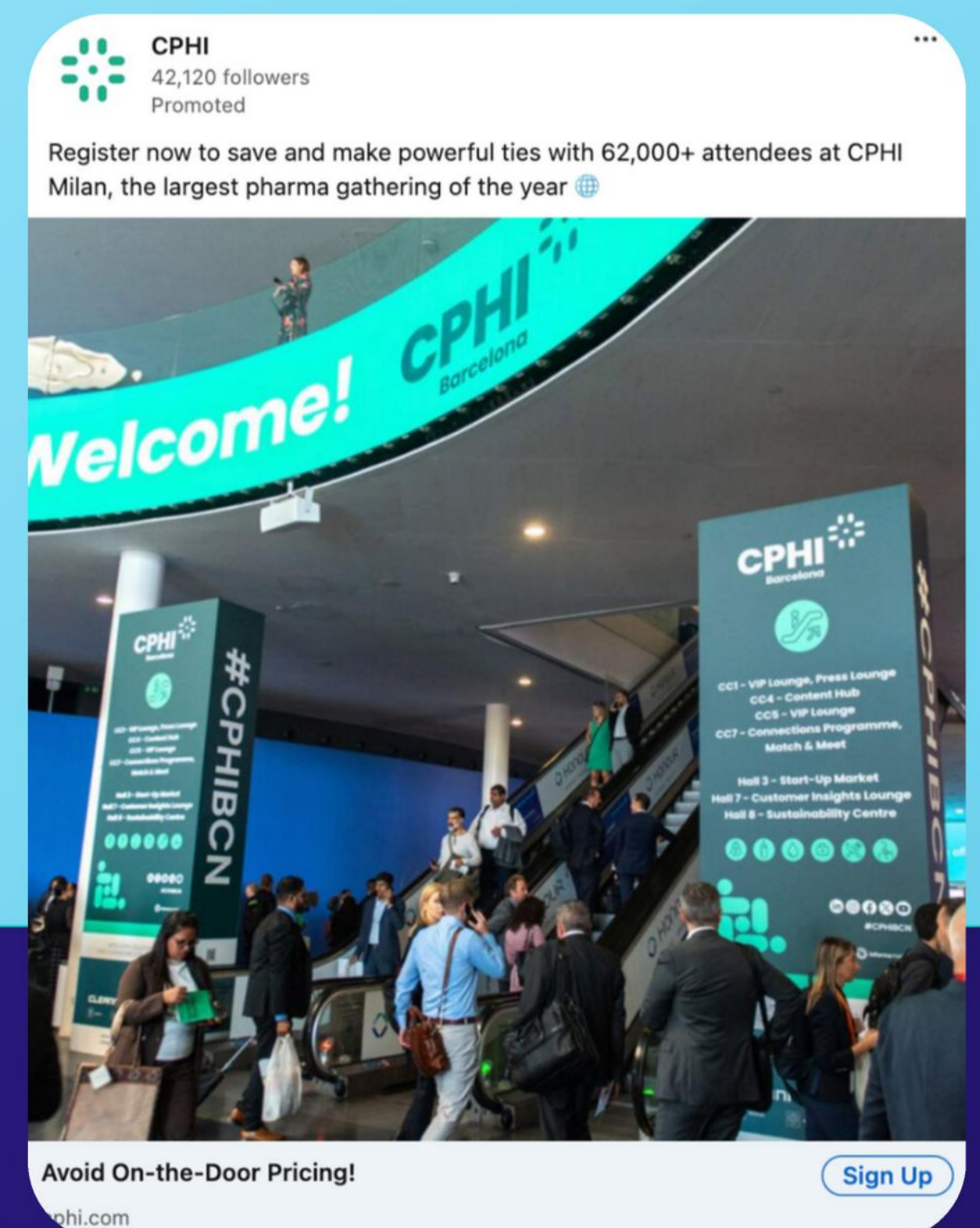
Spotlight ads with last-minute pricing were added as the event approached, driving urgency and 62 conversions.

LinkedIn Results:

 6.6 Million Impressions

 34.3K Clicks

 154 Delegate Registrations



What was our strategy on Meta?

We used Meta's Advantage+ audiences for both the International and Europe campaigns, this performed well with the advantage+ data list of CPHI Barcelona attendees being the top performing at new data level.

This audience type drove 54% of new data conversions on Meta.

The abandoned basket ad set drove a CPA 95% lower than all other ad sets and 82% of the combined remarketing ads.

Although the speaker ads were not the top performing creatives overall, they did drive 32% of new data conversions.



Meta Results:

👁️ 18.4 Million Impressions

🖱️ 61.8K Clicks

✅ 1.2K Delegate Registrations

What was our strategy on Google?

Google was the key converting platform, generating 3.8K in total.

Branded Search was the top-performing targeting type, driving 1.9K conversions, followed by Performance Max with 800+ conversions.

Since CPHI is a broad brand term across multiple events, we refined targeting by running it in the RLSA campaign, layered with CPHI Milan web visitors. This improved relevance and conversions.

Our tiered approach allowed focused campaigns for European locations while running separate ones for non-European markets.

C-Suite data delivered a stronger CPA than all other remarketing campaigns.

We also targeted non brand keywords at the bottom of the funnel search campaigns which drove over 160 conversions.

Google Results:

-  1.8 Million Impressions
-  116K Clicks
-  3.8K Delegate Registrations

What was our strategy on Microsoft?

There was a strong brand presence on Microsoft / Bing with campaigns converting really well on this platform with a similar CPA to Google.

These campaigns achieved a total of 180 conversions, however, Microsoft has a significantly lower budget allocated to the platform compared to Google, Facebook and LinkedIn.

Based on the results, we recommended to the client to allocate a larger media spend for Microsoft to test the new Performance Max that is now available on the platform.

Microsoft is often overlooked by event organisers but there are unique platform targeting abilities like using job titles as an interest signal which would aid overall conversions.

We were able to retarget these users across other platforms to convert them on platforms like Google and Meta.

Microsoft Results:

-  79.9K Million Impressions
-  3.5K Clicks
-  180 Delegate Registrations

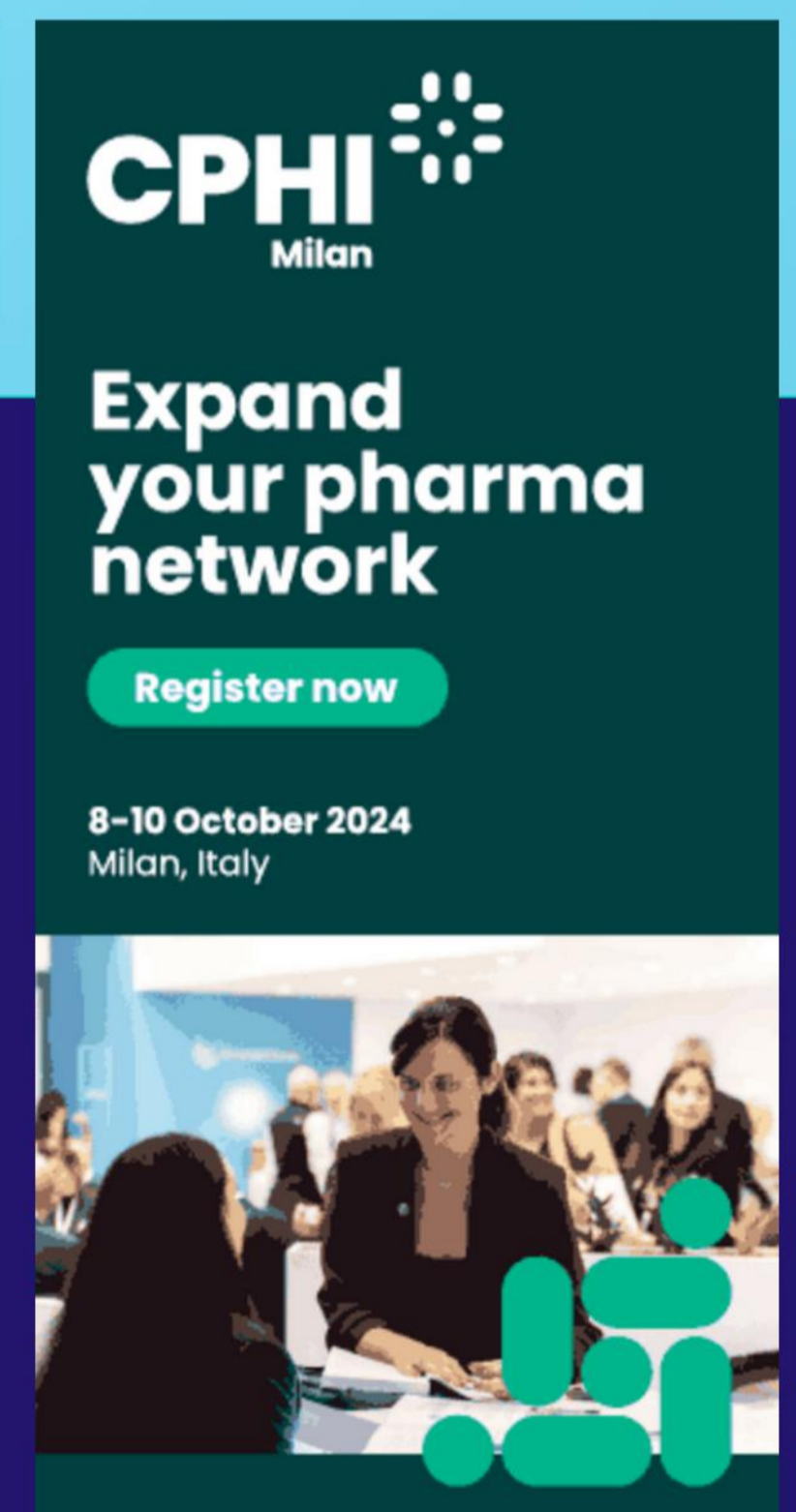
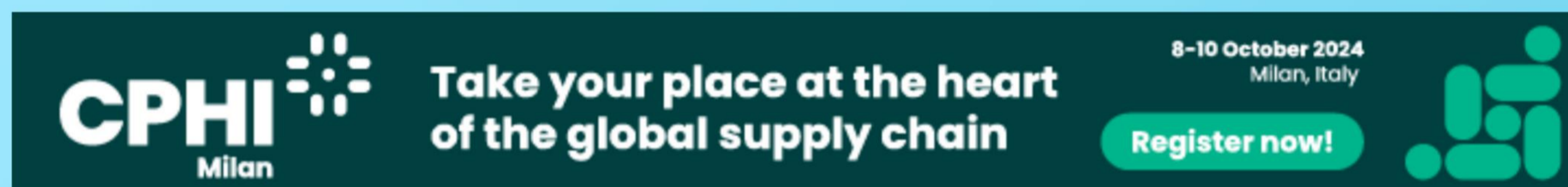
What was our Programmatic strategy?

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 14.

Similar to Microsoft, we advised the client to invest more budget into Programmatic and explore the platforms capabilities next year as this year it was one of the lowest budget allocations.



Programmatic Results:

-  1 Million Impressions
-  1K Clicks
-  14 Delegate Registrations

Overall campaign results:

28 Million Impressions

216.9K Clicks

5.5K Visitor Registrations

96% Over Target