



100 Million Online Ads Used to Drive Attendance

**Timely, relevant digital marketing insights for organizers of
trade and consumer shows, exhibitions and other live events**

By Encore Media Partners – August 2019

www.encoremediapartners.com

INTRODUCTION >>

In 2019, worldwide digital ad spending will rise by 17.6% to \$333.25 billion, which means for the first time, digital will account for about 50% of the global ad market, according to eMarketer*.

Explosive growth in time spent online, new digital media and technologies, and increasingly rich data activation solutions are offering exciting new opportunities for event marketers.

We recently analyzed more than 100 million online ads that we purchased using traditional and programmatic tools across the world for trade and consumer shows, exhibitions and other live events so that we can provide the best guidance to our clients – and we share ten insights with you along with practical tips.

We hope you enjoy this new white paper and use some of the ideas to maximize attendance at your events.

* <https://www.emarketer.com/content/global-digital-ad-spending-2019>

TARGETING



On average, attendee acquisition campaigns run by Encore employed six different types of online targeting, with campaigns often combining targeting methods.

EVENT MARKETER TIP: Consider the full range of targeting options to maximize attendance, including retargeting, social, interest, demographic, location, contextual, placement, lookalike, CRM and search.

MOBILE DEVICES



More than 60% of impressions we purchased globally for exhibitions and events were on mobile devices – a clear reflection of the increasing time spent with mobile media.

EVENT MARKETER TIP: This shift in usage requires event marketers to rethink media buying, creative assets, landing pages, etc. to maximize ad spend.

PROGRAMMATIC



Programmatic ads represented most of the digital display spend we handled for show organizers due to pricing, control and transparency.

EVENT MARKETER TIP: The more ad inventory sources you employ, the better chance you have of finding your attendees across the web. Consider all supply opportunities, including display, mobile, video, social and native. Plus, leverage CRM data, such as email lists, in addition to cookies as that will enable you to sync more of your audience with ad inventory.

ONLINE VIDEO



Online video has been the fastest growing format for event marketers we serve, and in-stream ads have been the preferred solution but out-stream is scaling quickly.

EVENT MARKETER TIP: To get the most out of your video, frontload key points and pursue a visual-first strategy i.e. make sure your message gets across even when sound is turned off.

FULL-FUNNEL



Encore clients are increasing dollars at the top of the purchase funnel to reach new audiences and leverage the value of full-funnel visitor marketing.

EVENT MARKETER TIP: While it is very beneficial to stay in front of your website visitors and other first party audiences, if you are only going after the low hanging fruit at the bottom of the funnel via retargeting, you will miss potential attendees. Don't overspend on the lower funnel while ignoring or under spending on upper funnel online advertising which is essential to filling your pipeline with new attendee prospects.

DATA ACTIVATION



The digital advertising campaigns we run are using more data than ever before, and shows are activating data for an increasing number of use cases.

EVENT MARKETER TIP: Maximize the value of all your data sources by activating data for retargeting, ad spend allocation, bid optimization, creative asset development, audience segmentation and targeting, offline to online customer matching, lookalike audiences, analytics and attribution – and always follow best practices regarding the collection and use of data.

VIEW-THROUGH CONVERSIONS



View-through conversions were a material part of the conversion picture for many of the campaigns we ran to drive attendance.

EVENT MARKETER TIP: Don't just measure people who click on your ads! Ignoring all those people who saw your ad and didn't click it but came back later to your website and converted will prevent you from solving the conversion puzzle and fully valuing your media investments.

PAID SOCIAL



All event promotion campaigns used paid social, and in-feed ads generated the highest engagement rates of any digital display format we used.

EVENT MARKETER TIP: If you want to better leverage your social ad spend, deploy content which educates, entertains, curates, tells a story and addresses people's passions rather than posts which are just sales centric i.e. "register today" and "buy tickets now". The more valuable you make the content, the more likely people will engage with it and share it.

CREATIVE ASSETS



Campaigns running at high frequency levels which used multiple sets of creative assets outperformed those that used the same ads over the entire flight window.

EVENT MARKETER TIP: Refresh your creative assets to avoid ad fatigue, which occurs when people are consistently exposed to the same ad over and over. After a while, people will simply tune out and ignore your ads. A larger creative asset portfolio also enables you to communicate different messages. Mix it up a bit – and try some new messaging!

BIDDING & PRICING



Most campaigns run by Encore used multiple bidding models (CPC, CPM, etc.) and saw wide deltas in prices due to the diverse ad inventory used to drive ticket sales.

EVENT MARKETER TIP: There is no one-size-fits-all bidding strategy. If you want to pay the best prices and avoid wasting ad spend, it is essential you understand all the bidding models and ad inventory sources available to you – and then determine which ones best meet your objectives. Different purchase strategies and inventory will work best for different situations.

THANKS FOR READING OUR WHITE PAPER!

We would like to leave you with one amazing stat to think about as you develop your future visitor marketing strategies. Globally, total Internet video traffic (business and consumer, combined) will be 80% of all Internet traffic by 2022, and 3 trillion minutes (5 million years) of video content will cross the Internet each month by this time – that's 1.1 million minutes of video streamed or downloaded every second, according to Cisco*.

* https://www.cisco.com/c/m/en_us/solutions/service-provider/vni-forecast-highlights.html

About Encore Media Partners

Encore is a visitor marketing, data strategy and media buying agency, which specializes in trade and consumer shows, exhibitions and other live events. We collaborate with owners, organizers and agencies on campaigns targeting local, national and global audiences across multiple industries. Our agency has run millions of dollars of advertising across all platforms, in the largest markets and in the world's biggest media brands for our clients.

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