

Boosting Conference Ticket Sales Beyond Social and Search



Summary

Hashtag Interactive, a marketing agency in Singapore, partnered with StackAdapt for their client, Koelnmesse, to promote the Gamescom Asia 2023 Conference. They aimed to broaden their audience reach beyond social and search. StackAdapt's display, Interest and Intent segments and retargeting solutions targeted e-sport enthusiasts and gamers. Results included 73.61% lower CPM than Meta. Pixel tracking ensured optimization, while bid goals and bid factors maximized performance.

Results



Social Retargeting CPA

19% lower than Meta interest targeting



Conversion Volume

18% higher than Meta



CPM

73% lower than Meta and 94% lower than search

HASHTAG
INTERACTIVE

Hashtag Interactive is an award-winning marketing collaborator for companies looking to stand out amid the digital noise.



Koelnmesse organizes and conducts more than 80 trade fairs, exhibitions, and events in Cologne and the world's most important markets.



StackAdapt's diverse targeting capabilities have been vital in connecting with our audience of e-sports enthusiasts and gamers, resulting in a noteworthy 73% reduction in CPM compared to Meta. StackAdapt has been invaluable in achieving our goals efficiently.

—Rocky Sunico, COO, Hashtag Interactive

Challenge

The main challenge was the saturated competition for attention and engagement, particularly on digital advertising platforms like Meta and search.

Strategy

Hashtag Interactive aimed to overcome the challenge by using StackAdapt's advanced targeting capabilities and diverse advertising solutions. StackAdapt's display, Interest and Intent segments, site visitors and social retargeting features were leveraged to reach an audience beyond the traditional channels.

Execution

Interest and Intent Segments

This feature allowed Hashtag Interactive to identify and reach individuals who exhibited specific interests or intent related to e-sports, gaming, and related topics. By prospecting within this audience segment, they expanded their reach beyond traditional demographics, connecting with individuals more likely to attend the conference.

Display Channel

Display ads were used to raise awareness of the Gamescom Asia 2023 Conference among the target audience. Through visually engaging ad placements across various websites and apps, they effectively captured the attention of potential attendees, driving initial interest and engagement with the event.

Social Retargeting

This tactic delivered personalized ads to specific audiences on social media platforms who had previously visited the brand's website through the campaign run with StackAdapt. This was used to remind and persuade individuals to complete their ticket purchase, ultimately driving conversions and maximizing the campaign's ROI.

Outcomes

The success achieved through this campaign has solidified the ongoing partnership between Hashtag Interactive and StackAdapt, paving the way for continued collaboration in leveraging innovative digital advertising solutions.