

# Case Study: Success at Driving Registrations for Informa Middle East



## Objective

“Informa Middle East, one of the world’s largest organizer of all types of business events, was looking for a digital partner to drive registrations for its various business exhibitions in Dubai, namely the HR SUMMIT, DIPMF, AGRA INNOVATE and EDEX MENA.

## Strategy

Exponential created a custom audience blend for each exhibition using proprietary insights from our DMP DEEP DIVE

Insights and Conversion pixels were placed on various pages of each Exhibition website, in order to build effective prospecting and remarketing strategies, by focusing on multiple behaviours per user who were most likely to register in real-time.

Exponential leveraged their performance algorithm to find high value users, bid more for them, and hit them with a higher frequency, while bidding less for low value at lower frequency.

Our reach maximization technology ensured new users were found without over-saturation and waste.

## Results

The strategies implemented proved very successful. Over the course of the various campaigns, 1419 quality registrations were generated across the various exhibitions. The lowest effective CPA touched during the campaigns was \$9.26 and the best performing market was UAE. Overall, Exponential bettered the CPA goal by more than 29% compared to the other display prospecting and remarketing partners. In total, there were 3 rounds of incremental funding based on campaign performance, resulting in 150% increase in budget year on year.

## HIGHLIGHTS

1419

TOTAL NUMBER OF QUALITY REGISTRATIONS DRIVEN

11.25%

OVERALL DISPLAY CONVERSION RATE

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WE BEGAN WORKING WITH EXPONENTIAL'S DIGITAL MEDIA SOLUTIONS APPROXIMATELY 3 YEARS AGO. I AM VERY PLEASED WITH THE RESULTS EXPONENTIAL HAS DRIVEN FOR THE VARIOUS CAMPAIGNS. WE GENERATED MORE THAN 20% OF OVERALL CONVERSIONS WITH A DISPLAY CONVERSION RATE OF NEARLY 11.25%

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-ALI KHAN

DIGITAL MARKETING MANAGER,  
INFORMA MIDDLE EAST

informa



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