

# CASE STUDY: LIVE EVENTS

Company promoting a seminar in 7 key markets.

Included multiple display ad sizes.

**Company ran a 5-week campaign promoting a seminar in 7 markets.**

Goal was to get people to register for the seminar. Campaign specifically included targeting attendees at another major conference with in-event targeting to mobile devices. Targeting tactics included contextually targeting technology and computer content, audience targeting industry and job titles specific to the conference, hyperlocally targeting key business locations leading up to and during the week of the conference – including the conference location itself and retargeting to campaign clickers.

Creatives: Multiple display ad sizes

**1,122**

Conversions

**0.13%**

CTR

**0.03%**

Above Industry  
Standard