

ESQ CASE STUDY

TRADE SHOW CAMPAIGN

STOP MARKETING BASED ON A GUESS. START MARKETING BASED ON THE DATA.



THE BACKGROUND

A pallet wrap machine manufacturer wanted to reach attendees of a Trade event that they were not attending. The client elected to skip this Trade event to prioritize the health and safety of their team during the Covid-19 pandemic, but wanted to remain present and engaged with attendees.

THE CHALLENGE

Esquire was tasked with identifying the attendees of the trade show and effectively serving them messaging on behalf of the client - featuring the value proposition of the client and encouraging attendees to reach out for quotes and additional information on the client's product offering. The client also wanted to ensure that no ads were served to attendees who worked at companies that would be considered a direct competitor to the client.

OUR APPROACH

Esquire's proprietary GeoFraming technology identifies devices in a given area with unprecedented accuracy, down to a single meter. In this case, the technology was used to frame the convention of interest during the applicable dates, extract devices and target key stakeholders from corporate offices that had a presence at the show. By specifically mapping the area of interest, we identified devices (smartphones, tablets, laptops) seen at the trade show and then attributed a physical home address to those devices. Additionally, those devices were cross referenced to geo-frames of the corporate offices of the attending companies. Using offline demographics, we were able to narrow down the audience to the most likely decision makers of the business in addition to the show attendees. Ads were served with "Sorry We Missed You" messaging, as well as informational and strong call to action messaging for 3 months following the show.

PERFORMANCE STATISTICS

- Based on RFQ data provided by the client, Esquire matched with 17 companies who submitted RFQs through the website, who were also among the trade show audience. In total 19 unique RFQs were submitted from these 17 companies
- 24 Devices among the 17 companies were seen at the Expo and used to identify other higher ups at these companies and were served ads.
- The campaign saw an overall CTR of 0.165%*
 - Esquire's national average CTR is 0.08 - 0.10%
 - Traffic is highly targeted and fraud free
 - CTRs are lower on a static audience - once the target audience was identified, it did not change, so we expect ad interaction to be lower

CONTACT ESQ FOR INFORMATION ON OUR SERVICES!

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For more information, visit esquireadvertising.com