



WEB  
BEHAVIOUR  
SPECIALISTS

CASE STUDY: INFORMA

# 300% ROI On 6 Markets

**Multichannel marketing campaign** focused on increasing awareness and driving online ticket bookings for one of the most important international health industry conventions

**informa**

WBS X INFORMA



# Informa

The biggest, content focused conference around medical devices  
Informa KNect365 Life Sciences organised the 2nd global, expert-led conference focused on medical devices & new regulations.

## Event

MedTech Summit, part of  
KNect365 Life Sciences

## Streams

8 different topics, incl.  
regulations for medical  
devices, clinical evaluation,  
IVD regulations, etc.

## Audience

Large & SME medical  
devices, regulatory  
authorities, notified  
bodies, law firms, etc.

## Attendees

300+ attendees from  
across the world, incl.  
Europe, USA & Asia



# The Challenge

## Increase awareness and obtain a positive ROI from marketing activities

In the past Life Sciences mainly focused their marketing efforts on advertising conferences in relevant trade magazines and reaching out to past attendees via email marketing.

### Underselling channels

Due to underselling conference places, they wanted to try new ways of advertising events to their target audiences.

### Limited budget

They wanted to understand the impact different channels would have on their ROI to spread their limited budget in the most efficient way.

### Reaching target audience

They wanted to be able to increase awareness of the event among their target audience and encourage them to book a place.

### Measure impact & results

When promoting events it is essential to work with measurable channels that enable them to take fast and data-driven decisions.



# The Solution

Multichannel campaign focused on increasing awareness and online sales

# 1

## Strategy

WBS prepared a digital marketing strategy with ROI estimates and recommended the best marketing channels to use. These included Paid Search, Display as well as Social Media advertising on LinkedIn and Facebook. Due to having a limited budget, marketing activities had been focused on 2 channels: Paid Search and Display.

# 2

## Plan

A detailed plan had been put in place to effectively reach their target audience, incl. targeted countries, remarketing implementation as well as offers planning (e.g. VIP tickets). WBS recommended the advertising budget split between channels and targeted countries to maximise ROI.

# 3

## Management

WBS ran digital marketing activities for 3.5 months. Those activities were localised for different target countries, including the UK, Germany, Belgium and the Netherlands. WBS monitor and optimise campaigns daily to bring the best results as well as having regular, weekly calls with the client to update on the results and discuss performance.



# The Results

## Positive ROI with multichannel digital campaign

All digital activities brought an increased visibility for the event as well as direct bookings bringing a positive ROI of 300%. PPC campaigns brought over 1,000 visits to the site with a conversion rate of 0.8%. PPC accounted for 3 direct and 6 assisted conversions which resulted in a positive ROI of over 400%.

We delivered over 800,000 impressions to the relevant audience via the display advertising campaign with a 0.28% CTR (click-through-rate). The display campaign also delivered 4 assisted conversions (being the first or middle step in the conversion funnel) bringing a positive ROI of 67%.

**300%**  
positive ROI

**60%**  
traffic increase

**0.8%**  
conversion rate

**3200**  
visits to the site



# The Testimonial



Thank you for all your great work on the campaigns.

As usual, stunning results and it's great to see a positive ROI. The summit was super busy and we doubled the number of delegates in comparison with previous year.

Thank you for all your hard work!



Campaign Manager



# About WBS

## Driving business performance

We are a team of multilingual digital marketers offering a wide range of digital marketing services tailor made for your business. We help our clients meet their digital challenges & we take pride in forming lasting relationships with them. We are all about numbers and results. Here are the most important ones about us:

**53**

Running campaigns  
in 53 countries

**100k**

100k conversions each  
year for our clients

**100%**

Google  
certified team

**12**

We speak 12  
languages



# Get in touch to discuss your digital marketing needs

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