



OBJECTIVE

The client wanted to build brand awareness on business target group and to become first choice for congress tourism and events.

CAMPAIGN

Congress Tourism #CroatiaFullOfOpportunities

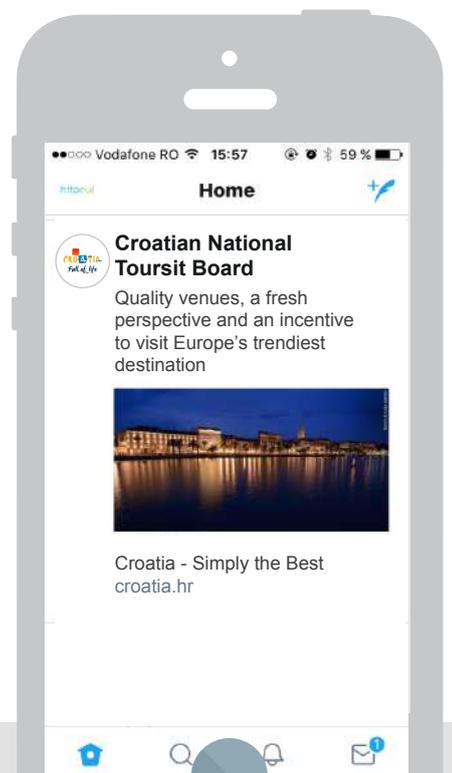
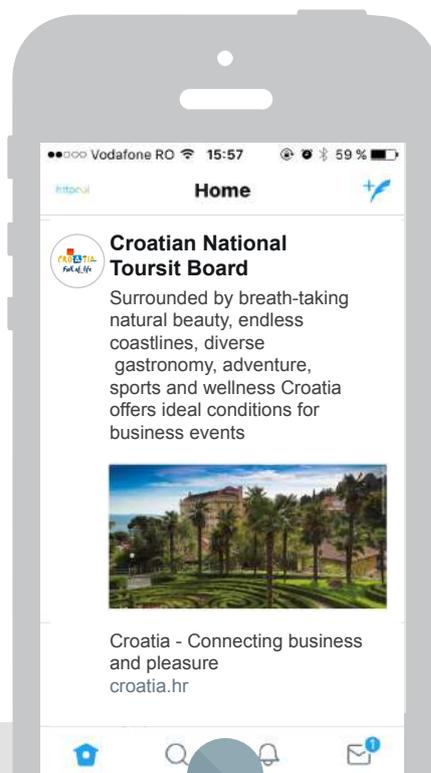
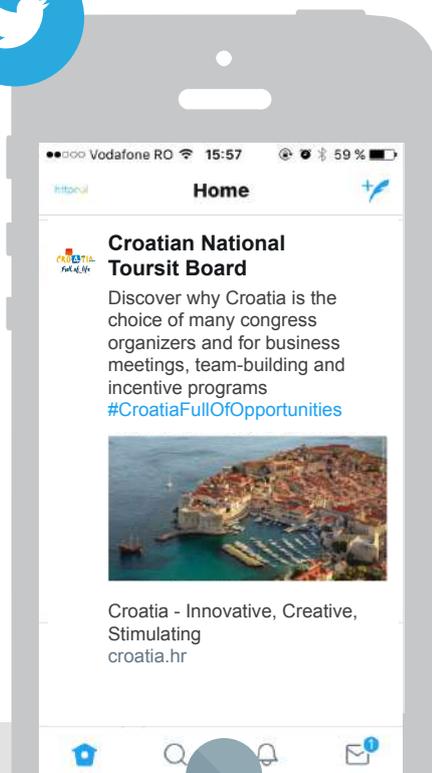
PLATFORM: Multiplatform (Twitter & LinkedIn)

HOW

To do so, the client maximize the platforms segmentations advantages which allowed them to **reach the correct audience** through a relevant message:

- Europe & Dubai & Cities with good airport connections from Croatia (airports, highways).
- Business audience
- PR agencies
- Event planners
- Groups for events on LinkedIn

EXAMPLES OF CREATIVES USED



RESULTS

Sessions on website were longer than from previous standard display campaigns.

EUROPE



6.715.840
IMPRESSIONS

130.633
ENG.

1,95%
ER

DUBAI



1.545.641
IMPRESSIONS

21.650
ENG.

1,4%
ER

EUROPE



2.718.185
IMPRESSIONS

13.022
ENG.

0,48%
ER

DUBAI



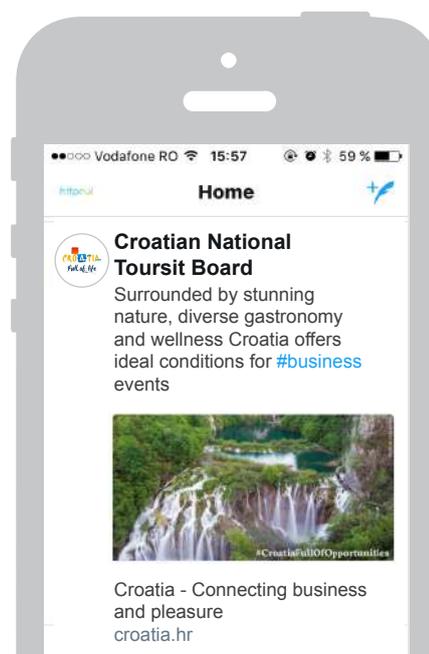
1.042.130
IMPRESSIONS

5.406
ENG.

0,52%
ER

KEY SUCCESS FACTORS

1. Twitter & LinkedIn were used capitalizing their best targeting options (keywords, interests, @targeting, Job titles, Industry targeting) and the results were above expectations.
2. We were using right communication customized for every platform and testing few ad formats, testing different visuals/copy variations and optimizing it in real time.
3. Client was extremely satisfied with results and they extended campaign with extra budget.



Contact us to learn more about the opportunities that LinkedIn can provide for your business