

How To Run Programmatic Display Ads For Live Events



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Advertising at industry events is a popular tactic because it allows businesses to reach a target audience and those businesses can make an impression and capture attention amongst all the noise of other attendees, exhibitors, speakers.

Events, conferences, and expos bring a specific audience together.

Typically, event attendees have got very similar interests, job titles, and industries.

The best way to maximize your return on investment of attending an event, conference or expo is to include a digital advertising component to help increase your businesses revenue opportunities and to enable you to build a segment of potential customers to re-engage with, pre-event, at the event and post-event.

You also find that attendees are at the same events, conferences or expos every year, so being able to repurpose those advertising components will give you an even bigger leg up on your competitors.

Attendees at industry events tend to visit other locations surrounding the venue or around the area.

Although the event, conference or expo is the main draw, people typically meet socially before or after the activities during the day(s) of the event, conference or expo for drinks, dinner, dancing, parties.

Event attendees will head back to their hotel (often the official event hotel) to rest, re-energize or network in the hotel bar.

Implementing hyperlocal targeting in a logical radius around the event venue will help you reach the audience, before and after the days the event is running.

Local knowledge will help you to understand which are the bars, restaurants and clubs that most attendees go to. Even if you are not physically there with them, your advertising message can be.

Another key aspect of this tactic is **timing**.

The event, conference or expo may only last a couple hours a day for a few days, but often attendees spend more time in and around the event location in order to continue exploring the surroundings in the area or to make the most of their trip.

This is particularly true for events that draw an international audience. Many attendees arrive several days early, to combat jetlag.

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Football fans might attend a weekend game before a conference or come in a day early/stay a day late to meet with potential clients or to have drinks and dinner with friends who are local to the city the event, conference or expo is taking part in.

Ideally, you should see what sporting events, conferences, shows are on around the same time as the industry event and make a note of the venues those sporting events, concerts are taking place and include those in your overall campaign strategy.

You should give your media plan's flight dates a suitable buffer to optimize reach and catch some of the outliers before and after the event.

Specific Ad Tactics to Implement DURING the Event

Hyperlocal – Use GPS and app targeting to reach users while they are at a specific location, using their favorite mobile application.

Input exact addresses (longitude/latitude as well as specific addresses) for event spaces, stadiums, hotels, and restaurants to build out a geo-targeted area that will provide the best coverage for event-goers.

Retargeting – Activate cross-device targeting to re-engage with clickers from your advertiser's hyperlocal campaign when they revisit the advertiser's website, even sometime after the event.

If you are the event host or promoter, use a retargeting pixel to build an audience off the event page or via email you send out (this will need to be an image pixel as emails don't permit javascript).

Tactics to Implement BEFORE, DURING, and AFTER the Event, Conference or Expo

Mobile Location Retargeting – Build a custom segment based on the type of attendees in order to reach them when they leave.

For events like concerts and sports games, use pre-built segments to reach people who frequent those types of events.

For industry conferences that take place at the same venue every year, create pre-built segments and build on that based on the evolution of the event content.

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Many events, conferences and expos now merge with other events, so often there is more than one audience in attendance, at the same venue, at the same time. You should consider having pre-built segments that you can exclude, to ensure your campaigns reach the right people only.

Audience Targeting – Target specific job titles and industries for conference participants, or other interests for social events. Exclude those who might be in attendance.

While there may be many moving parts and different tactics at different times, thinking beyond the event itself is the best way to ensure an “always on” approach and will lead to better results.

If you are interested in promoting your involvement at an upcoming live event, either as the event organiser, or as an exhibitor at the event to encourage footfall to your booth or party, then why not [contact us](#) to discuss your situation.

