



Campaign	Industry	Website
Social Media Ads + Email Marketing	Health Tech	<a href="http://www.biohackingcongress.com">www.biohackingcongress.com</a>
<b>Objective:</b> get Ticket sales for BiohackingCongress Event		



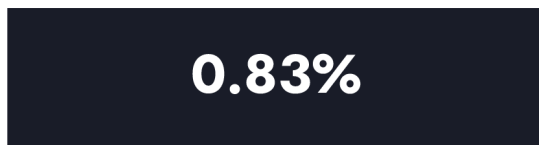
I appreciate our collaboration with MediaMagic. The good thing is that they can provide services for all kinds of Advertising and SEO optimization as well. So we can rely on the MediaMagic team for complex promotion, they keep all on track and we get a synergy result. Their professional team dive deep in our business and understand specific aspects of the industry, so they prepare all visuals and text for promotion by themselves. It really saves our time and resources so we can concentrate on our business. Very important for us that we have account manager Isha from the MediaMagic team who keeps in touch with us regarding all the processes. Isha prepares for us FollowUps and Reports in a very convenient format so we are always updated on results and able to change our marketing strategy if needed. Last but not least, Isha is very efficient and polite, and that makes our interactions absolutely gorgeous. I definitely recommend getting MediaMagic as “marketing arms” from your business success.

Julia Smila, Co-Founder of Unicorn Lab & BiohackingCongress



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Average Click-Through Rate  
Overall **Healthcare** Niche



Average Click-Through Rate  
**BiohackingCongress** Case

## PROBLEMS AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

The primary requirement of the social media marketing campaign was to sell tickets for the BiohackingCongress in Miami by providing quality Setup, Management, and Analysis of the Facebook ads campaigns.

## SERVICES, SOLUTIONS AND OUTCOME

Team Media Magic had an opportunity to provide marketing solutions for BiohackingCongress. With our powerful DEMMO methodology and a strong commitment to quality client servicing, we designed and created a laser targeted social media marketing campaign to promote the BiohackingCongress Miami event and boost sales.

Our process started by researching for relevant audiences that are interested in Biohacking, Health Optimization and Longevity. Then, we started with an A/B test of our landing pages & campaign objectives with this audience. We tested between a landing page which collects leads and a landing page that directs users to directly buy tickets and complete the payment. After running the test for a few weeks, we continued with the landing page including the direct purchase option.

Once our campaign objective and landing pages were finalized, we started optimizing the campaign targeted audience and ad copies. We also tested new audiences of top Biohackers in the industry and Lookalike audiences of the email lists.



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We also implemented heatmaps on the website to check which element our users are interacting the most after landing on the website from various sources. We used that data in our Facebook campaign by including ad copies related to top speakers and their testimonial. We also included discount promo codes in our ad copies.

In the period close to the event, we started remarketing the warm audiences like website visitors, Facebook engagement, Instagram engagement, newsletter subscribers, etc.

At the end of the campaign, we have received great results from the audience not only in terms of leads and purchases at a low cost but also a good number of traffic and engagement.

## CAMPAIGN PERFORMANCE

Campaign name	Impressions	Post engagement	Clicks (all) ↓	CTR (all)	CPC (all)
MM   BiohackingCongress   Conversion   Speakers & Te...	50,789	268	311	0.61%	\$3.62
MM   Biohacking Congress Miami   Conversion   Onsite	18,640	349	293	1.57%	\$1.94
MM   BiohackingCongress   Conversion   Speakers & Te...	27,532	358	221	0.80%	\$4.54
MM   BiohackingCongress   Traffic   EMF Heath Card	833	41	135	16.21%	\$0.08
MM   Biohacking Congress Miami   Conversion   Onsite...	12,389	118	108	0.87%	\$2.40
MM   Biohacking Congress Miami   Traffic   Onsite	5,521	71	100	1.81%	\$0.64

Source / Medium ?	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	2,161 % of Total: 100.00% (2,161)	2,148 % of Total: 100.00% (2,148)	4,131 % of Total: 100.00% (4,131)	0.22% Avg for View: 0.22% (0.00%)	3.06 Avg for View: 3.06 (0.00%)	00:04:38 Avg for View: 00:04:38 (0.00%)	4.07% Avg for View: 4.07% (0.00%)	168 % of Total: 100.00% (168)	\$11,980.43 % of Total: 100.00% (\$11,980.43)
1. facebook / cpc	535 (24.16%)	530 (24.67%)	573 (13.87%)	0.00%	2.15	00:00:14	1.75%	10 (5.95%)	\$1,056.55 (8.82%)
2. biohackingcongress.teammediamagic.com / referral	420 (18.97%)	412 (19.18%)	493 (11.93%)	0.41%	1.52	00:00:28	2.03%	10 (5.95%)	\$309.65 (2.58%)



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# TOP PERFORMING ADS

**Biohacking Congress**  
Published by Sanjay Yadav · 1 October at 11:32 · 🌐

Are you ready to make a Healthy Lifestyle Change?  
Connect with the world's most innovative minds in the field of human optimization and Biohacking!

Learn Biohacking & discover 20+ Health Companies on the Onsite Event & Livestream by BiohackingCongress.

Join us in Miami on October 16-17th for a life-changing 2-day event featuring Ben Azadi, Bob Troia, Shawn Wells, Brenden Vermeire, and many more great minds.




**7 BIO-HACKS FOR INCREASING ENERGY, PERFORMANCE, HEALTHSPAN & LIFESPAN**

**BEN AZADI**  
Founder of Keto Kamp

Use **BC20** promo code to get 20% OFF

October 16-17, 2021  
Cambridge Innovation Center Miami

Use code BC20 for 20% Off on Tickets [Shop Now](#)



**BIOHACKING FOR YOUR OPTIMAL WELL-BEING**

**BOB TROIA**  
Founder, Quantified and Co-founder, An

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## Biohacking Congress

Published by Sanjay Yadav · 30 September at 23:12 · 🌐



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“  
I really enjoyed the lineup of speakers that we had this weekend. I've learned so much from them - panels, presentations, and different topics. I will be at BiohackingCongress in Miami, Miami in October is an incredible place to biohack together. I want to see you there!  
”



**BEN AZADI**  
Founder of Keto Kamp

**20% OFF** use **BC20** promo to get a discount

October 16-17, 2021  
Cambridge Innovation Center Miami



“  
I'm still buzzing from the BiohackingCongress last week! The speakers were incredibly knowledgeable. The vendors were extremely high-quality. The attendees were just lovely, and it was so refreshing to connect in-person with my biohacking fam! I can't wait to attend the next BiohackingCongress in Miami!  
”



**KAYLA OSTERHOFF**  
Founder & CEO, BIOCURIOUS

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