

CASE STUDY

MEDIAMAGIC & BIOHACKING CONGRESS



Services: Google Ads



Industry: Healthcare & Medical Devices



Objective: get Ticket sales for BiohackingCongress Event



Website: biohackingcongress.com

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



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

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

SOLUTION AND RESULTS






Our customer **SOLD OUT** the event and had over **600 attendees** in Miami, Florida! Our results exceeded expectations. In comparison, BioHacking Congress only had 15 paid onsite attendees in San Jose, California, before engaging MediaMagic.

We started auditing the old campaigns and created a strategy for the Google ads campaign for the Miami event. We started with keyword research to find biohacking-related keywords with high search volume and less competition. We have also used best-performing keywords and ad copies from the old campaigns in our new campaign strategy.

We created 2 search campaigns; one for the Onsite ticket sales and one for the live-stream ticket sales. We monitored the campaigns and did the required optimization to get the best results out of them. The regular optimization included excluding irrelevant search terms, and adjusting bids at demographic, device, and location levels. We have also created a Display campaign to remarket website visitors using responsive display ads.

CAMPAIGN OVERVIEW

Campaign	Impr.	↓ Interactions	Avg. cost	Interaction rate	Conversions	Cost
 MM BiohackingCongress Miami Search Live Stream	4,900	78 clicks	\$3.54	1.59%	6.00	\$276.40
 MM BiohackingCongress Remarketing Website Visitors	9,029	72 clicks	\$0.79	0.80%	0.00	\$57.09
 MM BiohackingCongress Miami Search Onsite	2,076	66 clicks	\$4.86	3.18%	1.00	\$320.60

AD SAMPLES

BiohackingCongress, Miami | Get Live Stream Tickets Today | Use Code HACK50 & Get 50% off

eventbrite.com/biohacking-live/buy-now

Interested in Learning Biohacking Online from the Top 25 Professional Speakers? Join a life-changing weekend on a Live Stream by BiohackingCongress on October 16-17.

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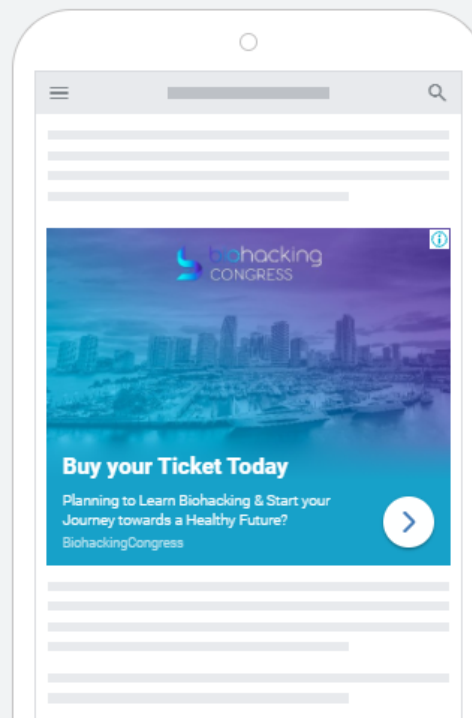
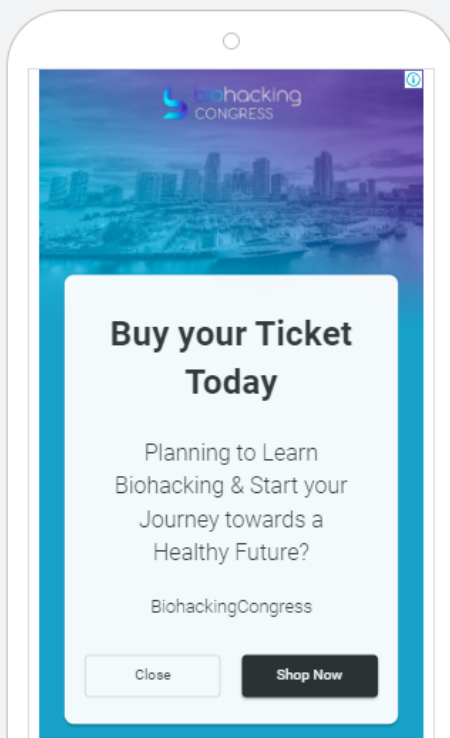
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 **30 MINUTE MEETING**



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