CASE STUDY

MEDIAMAGIC & BIOHACKING CONGRESS

Services: Social Media Ads + Email Marketing

Industry: Healthcare & Medical Devices

biohacking CONGRESS

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

MEDIAMAGIC

WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?
Made with ❤️ in Miami, Kyiv, Kharkiv and Zaporizhzhya

0.83%

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

1.7%

Average Click-Through Rate
**BiohackingCongress** Case

PROBLEM 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.

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.

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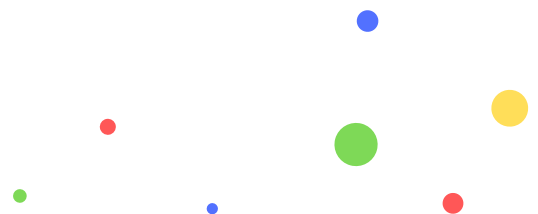
Once our campaign objective and landing pages were finalized, we started optimizing the campaign's targeted audience and ad copies. We also tested new audiences of top Biohackers in the industry and Lookalike audiences of the email lists.

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 testimonials. 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 in terms of leads and purchases at a low cost and a good number of traffic and engagement.

CAMPAIGN PERFORMANCE

Campaign name	Impressions	Post engagement	Clicks (all) ↓	CTR (all)	CPC (all)
MM I BiohackingCongress I Conversion I 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 I BiohackingCongress I Conversion I Speakers & Te...	27,532	358	221	0.80%	$4.54
MM I BiohackingCongress I Traffic I 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%)

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

BIOHACKING FOR YOUR OPTIMAL WELL-BEING

BOB TROIA
Founder, Quantified and Co-founder, A

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

October 16-17, 20
Cambridge Innovation Center Mia

Use code BC20 for 20% Off on Tickets — Shop Now
Use code BC20 for 20% Off on Tickets — Shop No

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

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, and many more great minds.

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, BIOCUROU

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

October 16-17, 20
Cambridge Innovation Center Mia

Use code BC20 for 20% Off on Tickets — Shop Now
Use code BC20 for 20% Off on Tickets — Shop No

WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?
Made with ❤️ in Miami, Kyiv, Kharkiv and Zaporizhzhya

Miami Office

1951 NW 7th Avenue, Suite 600
Miami, FL 33136 United States

Kyiv Office

Sechevih Strelcov str., 12, Kyiv, 02000, Ukraine

www.teammediamagic.com
welcome@teammediamagic.com
thomas@teammediamagic.com

📅 **30 MINUTE MEETING**

CONTACT US AT THESE
MESSAGING APPS

Messenger   WhatsApp   Telegram

Skype   Viber

Made with ❤️ in Miami, Kyiv, Kharkiv and Zaporizhzhya

Facebook   Instagram   YouTube   LinkedIn