

# CASE STUDY

## MEDIAMAGIC & BIOHACKING CONGRESS



**Services:** Social Media Ads + Email Marketing



**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



**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 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.

# CAMPAIGN PERFORMANCE

Ad Set Name	Reach ↓	Impressions	Frequency	Amount Spent	Clicks (All)	CPC (All)	CTR (All)
MM   BiohackingCongress Miami   Competitor Names L...	2,390	3,608	1.51	\$57.35	31	\$1.85	0.86%
MM   Biohacking Congress Miami   Health, Wellness, L...	2,360	2,761	1.17	\$52.26	28	\$1.87	1.01%
MM   BiohackingCongress Miami   Competitor Name... <small>Inspect View Charts Edit Duplicate</small>	1,754	2,316	1.32	\$35.50	20	\$1.78	0.86%
MM   Biohacking Congress Miami   LAL CSV 2	1,702	2,472	1.45	\$118.03	73	\$1.62	2.95%
MM   Biohacking Congress Miami   LAL CSV 1	1,405	1,820	1.30	\$92.68	51	\$1.82	2.80%

Campaign Name	Reach ↓	Impressions	Frequency	Amount Spent	Clicks (All)	CPC (All)	CTR (All)
MM   Biohacking Congress Miami   Conversio...	7,874	13,092	1.66	\$425.03	220	\$1.93	1.68%
MM   Biohacking Congress Miami   Conversio...	3,276	5,234	1.60	\$115.69	52	\$2.22	0.99%
MM   Biohacking Congress Miami   Conversio...	3,104	4,044	1.30	\$178.50	89	\$2.01	2.20%
MM   Biohacking Congress Miami   Traffic   On...	534	677	1.27	\$8.15	12	\$0.68	1.77%
MM   BiohackingCongress Miami   Retargeting...	309	2,629	8.51	\$192.52	50	\$3.85	1.90%

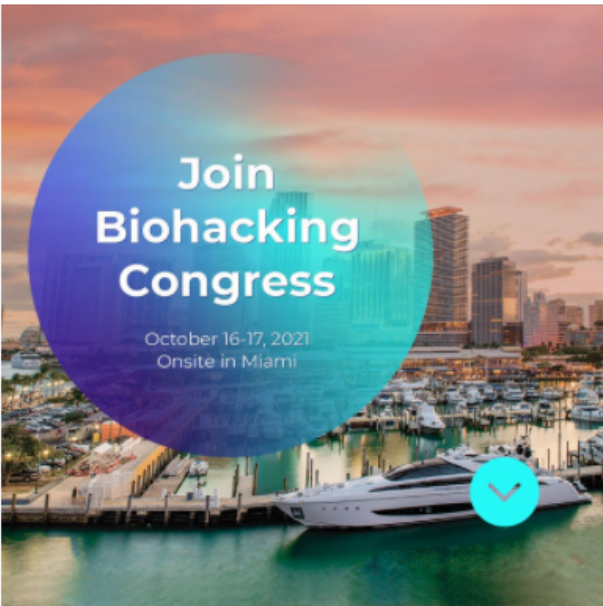
## TOP PERFORMING ADS



**Biohacking Congress**  
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⋮

Start your Biohacking Journey with our life-changing BiohackingCongress Onsite Event in Miami. ...See More



BIOHACKINGCONGRESS.COM  
**Discounted Prices for Early Bird Tickets Ending 01st...**

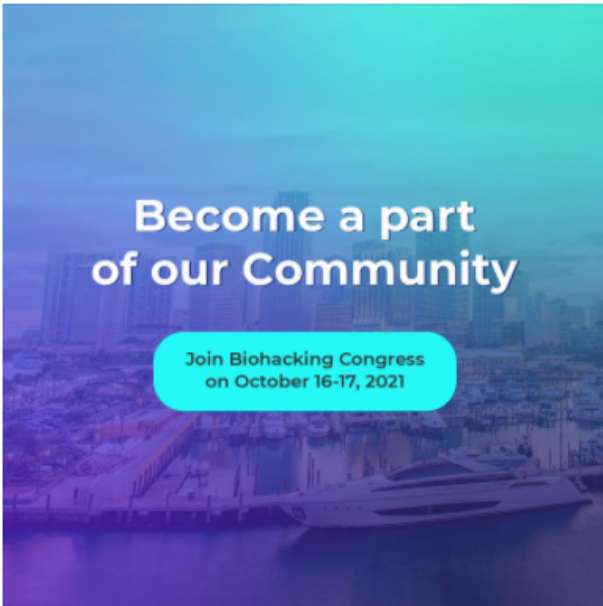
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 **30 MINUTE MEETING**



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