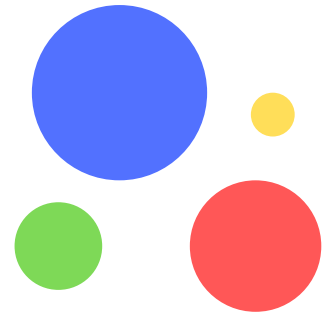


CASE STUDY

MEDIAMAGIC & BIOHACKING CONGRESS



Services: Email Marketing



Industry: Healthcare & Medical Devices



Objective: get ticket sales for BiohackingCongress Event



Website: biohackingcongress.com

15%

average email Open Rate

3.83%

average E-Commerce Conversion Rate



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

The primary requirement of the email marketing campaign was to sell tickets for the BiohackingCongress in Miami by providing quality Setup, Automation, Management, and Analysis of email marketing 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.

Team Media Magic had an opportunity to provide marketing solutions for BiohackingCongress. With our powerful D.E.M.M.O. methodology and a strong commitment to quality client servicing, we designed and created an email marketing strategy to generate sales for event tickets.

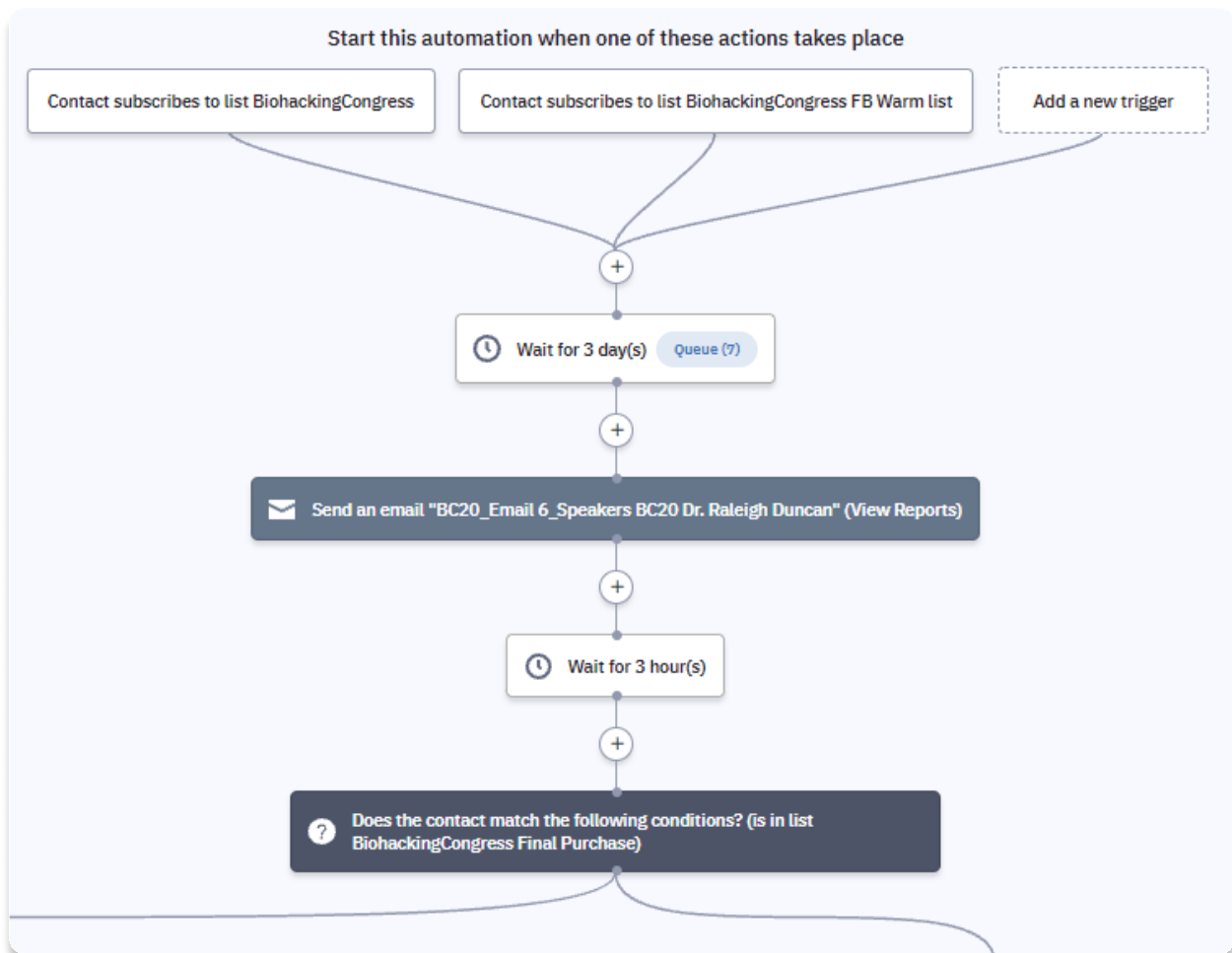
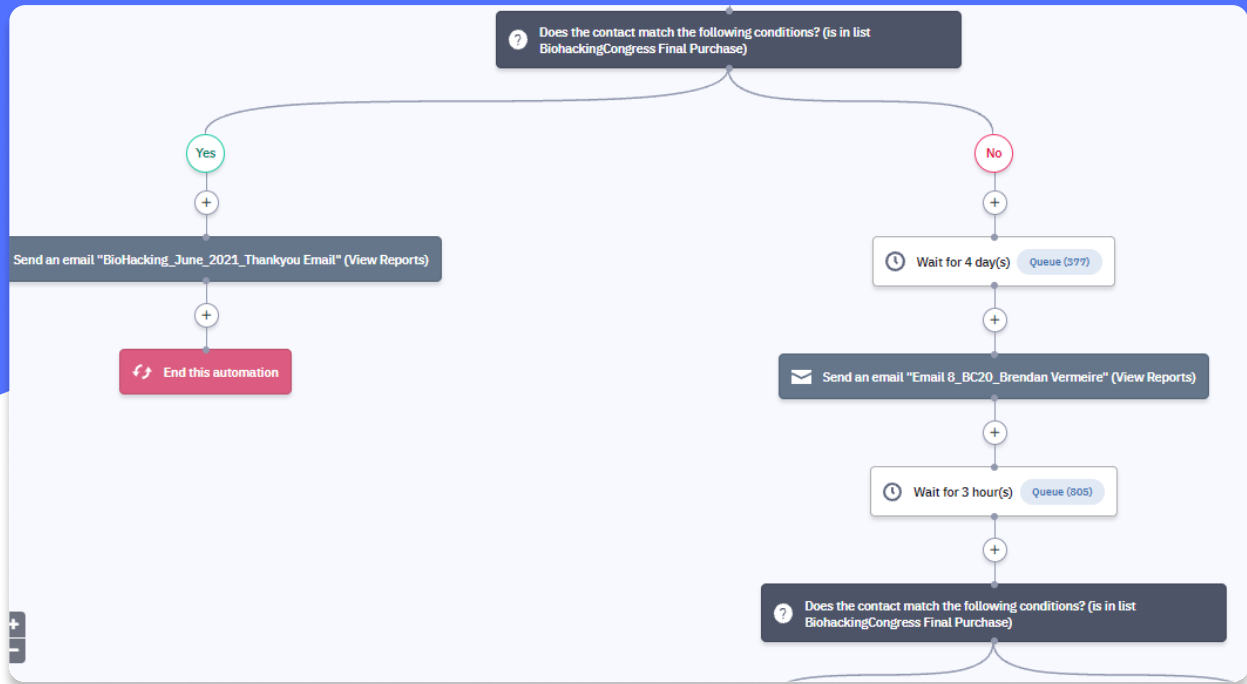
Our process started with an A/B test of our landing pages in the email automation, which targeted our list of past attendees as well as newsletter subscribers. We tested between an Eventbrite URL and a landing page that directs users to buy tickets and complete the payment directly. After running the test for a specific period, we continued with the Eventbrite URL of the Miami event.

Once our landing page was finalized, we started optimizing the campaign by enhancing our email copies. We also implemented heatmaps on the website to check which element our users are interacting with the most after landing on the website from various sources. We used that data in our email marketing campaign by including email copies related to top speakers and their testimonials. We also included discount promo codes and a countdown timer in our email copies to create urgency and boost sales.

We also integrated our email marketing campaign with Google Analytics to measure our performance and lead nurturing processes. At the end of the campaign, we received great results from the audience in terms of ticket sales and a good number of clicks and engagement.

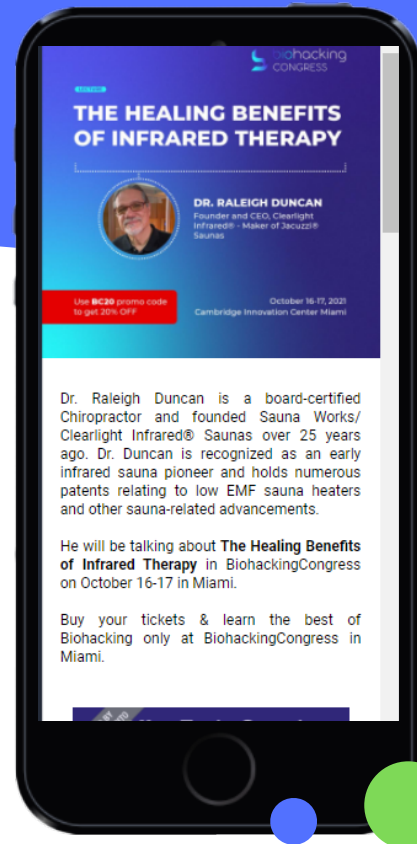
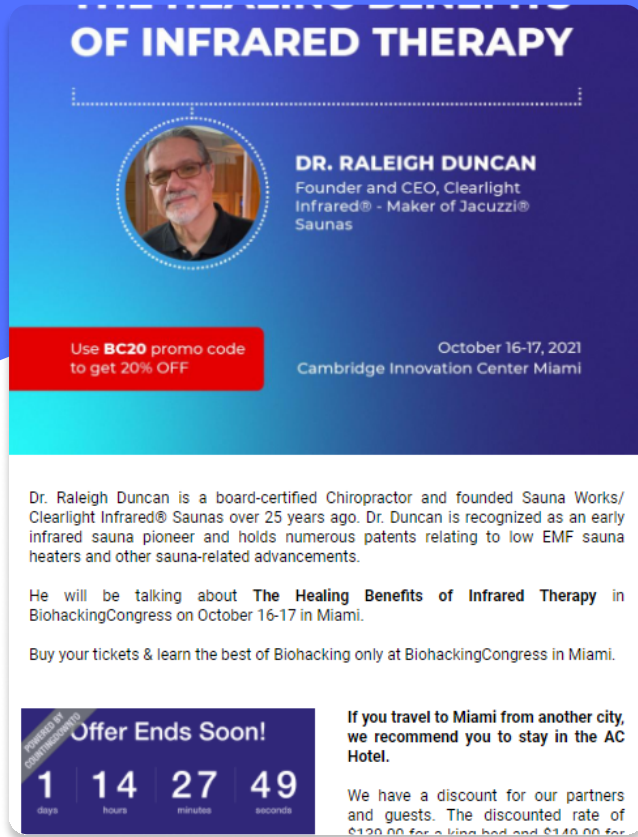
CAMPAIGN DELIVERABLES

Complex Email Automation with If/Else conditions



CAMPAIGN DELIVERABLES

Mobile & Desktop friendly, Branded Email Designs with proper Hooks and Offers



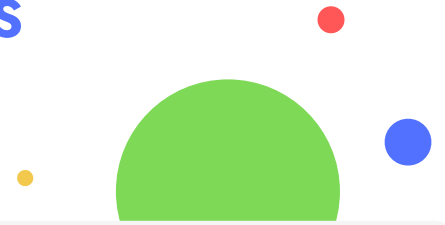
CAMPAIGN RESULTS

Open & Click Rates

	Campaign Name	# Sends	# Opens	▼	# Clicks	Open Rate	Click Rate	F
1	BiohackingCongress...	1,622	266		24	16.40%	1.48%	
2	Biohacking Congress...	1,421	225		8	15.83%	0.56%	
3	BiohackingCongress...	1,434	218		13	15.20%	0.91%	
4	BiohackingCongress...	1,410	212		8	15.04%	0.57%	
5	Biohacking Congress...	1,416	206		14	14.55%	0.99%	
6	BiohackingCongress...	1,404	206		11	14.67%	0.78%	
7	BiohackingCongress...	1,400	199		6	14.21%	0.43%	
8	BiohackingCongress...	1,428	195		8	13.66%	0.56%	

CAMPAIGN RESULTS

Google Analytics Stats



Source / Medium ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	218 % of Total: 10.09% (2,161)	210 % of Total: 9.78% (2,148)	261 % of Total: 6.32% (4,131)	2.30% Avg for View: 0.22% (955.17%)	2.34 Avg for View: 3.06 (-23.27%)	00:00:24 Avg for View: 00:04:38 (-91.34%)	3.83% Avg for View: 4.07% (-5.79%)	10 % of Total: 5.95% (168)	\$394.58 % of Total: 3.29% (\$11,980.43)
1. ActiveCampaign / email	218(100.00%)	210(100.00%)	261(100.00%)	2.30%	2.34	00:00:24	3.83%	10(100.00%)	\$394.58(100.00%)

Source / Medium ?	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	420 % of Total: 19.44% (2,161)	412 % of Total: 19.18% (2,148)	493 % of Total: 11.93% (4,131)	0.41% Avg for View: 0.22% (86.21%)	1.52 Avg for View: 3.06 (-50.22%)	00:00:28 Avg for View: 00:04:38 (-90.01%)	2.03% Avg for View: 4.07% (-50.12%)	10 % of Total: 5.95% (168)	\$309.65 % of Total: 2.58% (\$11,980.43)
1. biohackingcongress.teammediamagic.com / referral	420(100.00%)	412(100.00%)	493(100.00%)	0.41%	1.52	00:00:28	2.03%	10(100.00%)	\$309.65(100.00%)

“As soon as I met Thomas, he started to generate ideas on how to scale our business and make it more profitable. He proposed options on how to increase sales, bring in more leads, and increase awareness and customer engagement with our company BiohackingCongress. After onboarding with MediaMagic, we worked with a great team of brand and graphic designers, project managers, and campaign managers: Isha collected all information they needed to make our project successful and efficient. And she started to make it happen as soon as possible. As a result, our sales increased 500% over the last event in Santa Clara, CA. We love MediaMagic and look forward to continuing to work with them and increasing our collaboration.”

Mick Safron
Founder and Partner



WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?

Made with ❤️ in Miami, Kyiv, Kharkiv and Zaporizhzhya

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 **30 MINUTE MEETING**



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