

# eMerge Americas leveraged the Choozle platform to gain attendee insights and drive engagement and registrations for the 2015 conference in Miami, Florida.

## THE OBJECTIVE

- Gain rich and actionable consumer data, including insight into the attendees of previous eMerge sponsored conferences and events
- Raise brand awareness and drive quality traffic to eMerge's website
- Increase the number of registrations for upcoming events and re-engage potential attendees

## THE SOLUTION

To assist with conference attendance eMerge Americas placed the Choozle Smart Tag Container on their website to gain detailed Audience Insights. This enabled eMerge to gather data about their website visitors, including demographic, psychographic, and business information.

By analyzing the Audience Insights of their website visitors, eMerge Americas was able to segment their visitor data to target key industries such as education, government, healthcare, and venture capital.

By leveraging the Choozle Platform, eMerge Americas was able to execute retargeting and data targeting strategies within their digital advertising campaigns to direct potential attendees back to their website. Through the simplicity of the Choozle platform, eMerge Americas was able to increase brand awareness, engagement, and event registration by delivering more relevant and highly targeted programmatic advertising campaigns.

**121%**

### INCREASE

IN TRAFFIC TO THE WEBSITE FROM THE CAMPAIGNS AS COMPARED TO THE TIME FRAME PRIOR

**.2%**

### AVERAGE

CLICK-THROUGH RATE FOR INDUSTRY TARGETING AND RETARGETING

**550K**

### IMPRESSIONS

EARNED IN THE EFFORT TO DRIVE VISITORS TO THE EMERGE WEBSITE

**114%**

### INCREASE

IN PAGEVIEWS ON THE WEBSITE FROM THE CAMPAIGNS AS COMPARED TO THE TIME FRAME PRIOR