

## Case Study

eMerge Americas leveraged the Choozle platform to gain attendee insight, drive engagement, and increase registrations for their upcoming conference in Miami, Florida.

### The Objective

- Gain rich and actionable consumer data, including insight into the previous attendees of 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 Container Tag on their website to gain detailed audience insight. Adding the Smart Container Tag enabled eMerge to gather data about their site visitors, including demographic, psychographic, and business information.

With the insight gained from 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 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.

### Key Results

**121%**  
increase in  
website traffic  
(compared to the previous  
time frame)

**.2%**  
average click-through  
rate (for industry-specific  
targeting and retargeting)

**550K**  
impressions  
earned  
during campaign efforts to  
increase site visitors

**114%**  
increase in  
page views  
(compared to the previous  
time frame)