



# AUDIENCE ACCESS

PUT YOUR BRAND MESSAGE IN FRONT OF HUNDREDS  
OF THOUSANDS OF INFORMA'S EXHIBITION BUYERS  
AND SELLERS WITH TARGETED ONLINE AD CAMPAIGNS



# AUDIENCE ACCESS

THE NEED TO CONNECT WITH THE RIGHT  
WORLD OF CONCRETE CUSTOMERS HAS  
NEVER BEEN MORE NECESSARY

We're making our highly sought-after list of  
**hundreds of thousands of current show buyers  
& exhibitors** available to execute highly  
targeted digital advertising campaigns.

**Your ad messages delivered  
to your ideal customer!**



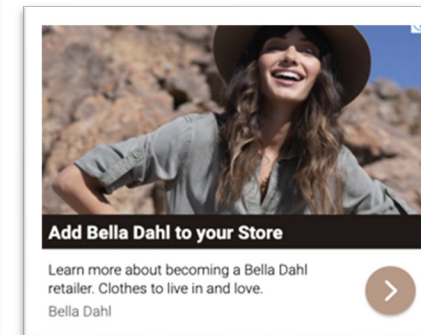
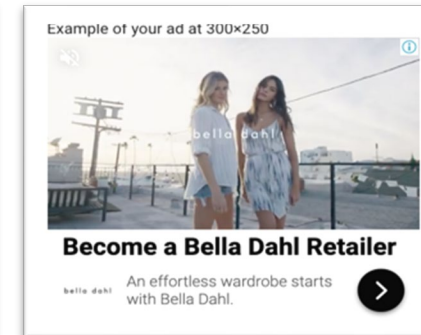
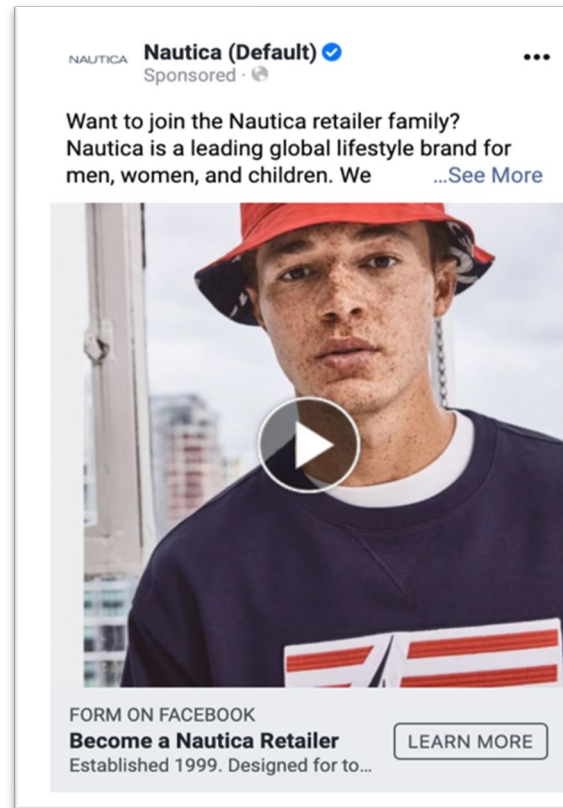
# INFORMA PROPRIETARY



# YOUR ADS INFRONT OF OUR BUYERS & EXHIBITORS

TELL US WHO YOU WANT TO REACH AND WE'LL SEND YOUR AD MESSAGES TO QUALIFIED BUYERS ON:

- Instagram
- Facebook
- YouTube
- 1000s of the most popular websites



Over 5 million sites  
in our network –  
70 billion daily  
impressions



# HOW DOES THIS WORK

INFORMA  
AUDIENCE DATABASE



EMAIL, AI,  
BEHAVIOUR MATCHING



UNPARALLELED  
TARGETED REACH



3<sup>rd</sup> Party data to match emails, find common attributes,  
identify others that match the profile & deliver ads to the  
ideal buyers you want to reach

# WHY?

- Build awareness and instant brand recognition
- Attract attention of those looking to buy now
- Engage buyers evaluating your brand
- Drive quality traffic to your web presence
- Provide offers to convert customers

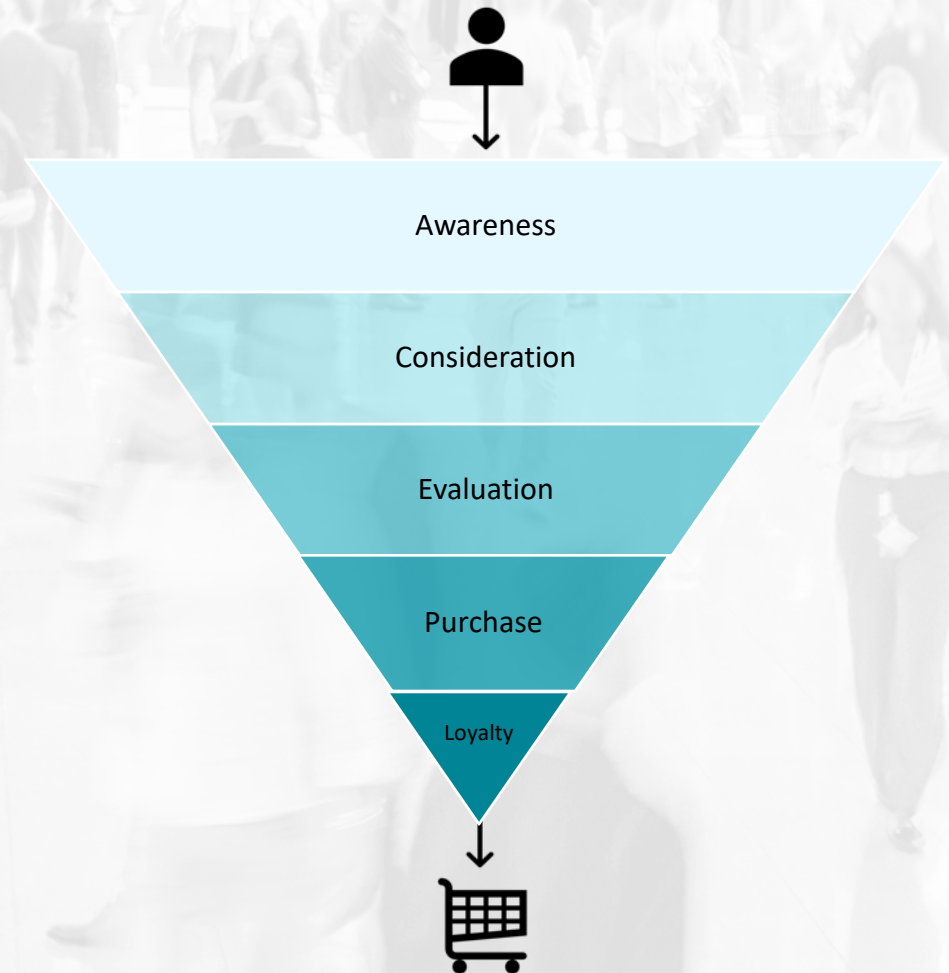
**REMAIN PRESENT DURING  
THE BUYER'S JOURNEY**



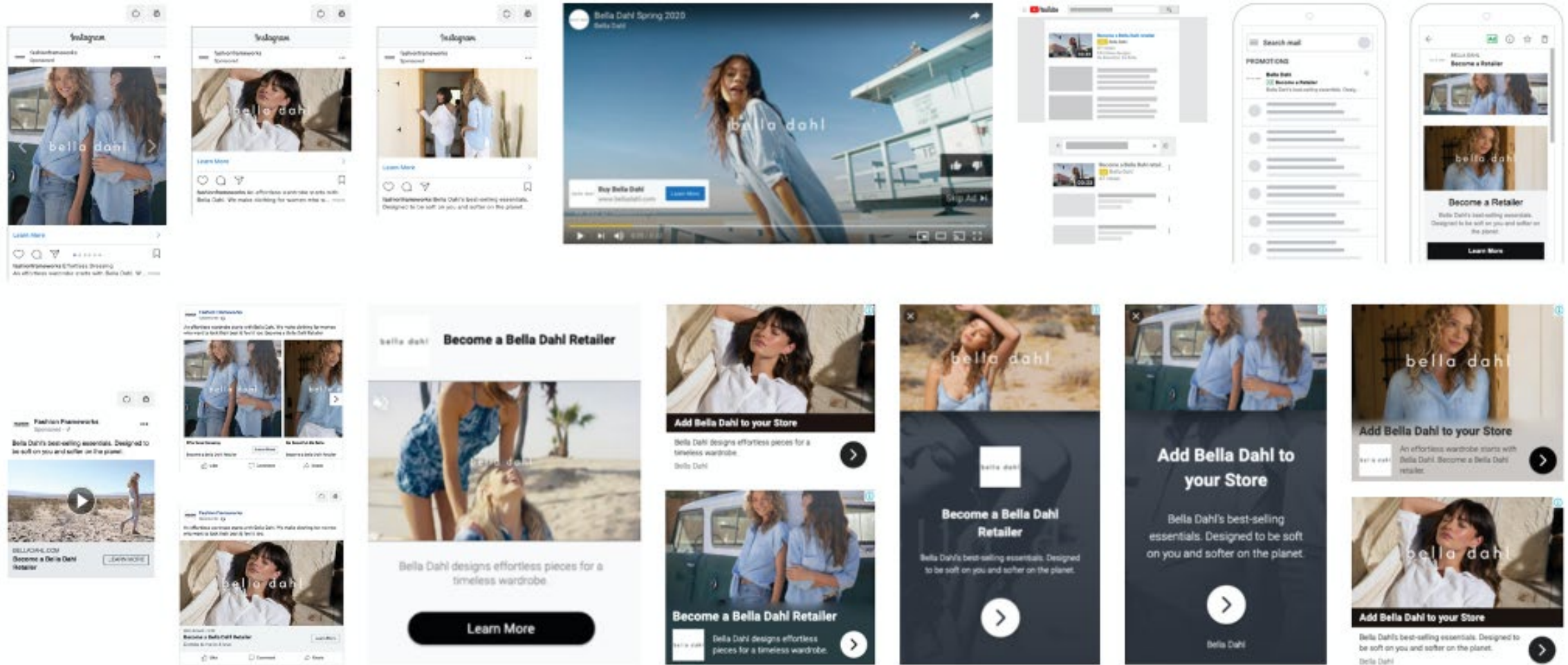
## CUSTOMER PATH TO PURCHASE

Customers take time to research and reflect before making purchasing decisions.

Stay in touch throughout their decision making.



# AD UNITS EXAMPLES





# AUDIENCE ACCESS

## WHAT DO YOU GET?

- Responsive programmatic ad units designed for every social media and web environment with mockups provided for your edits and approval.
- Custom targeting solution powered by our registered buyer list to reach the right buyers for your specific brand proposition.
- Campaign set-up, execution, and ongoing optimization.
- Post campaign data analytics to understand campaign success.

## WHAT DO WE NEED FROM YOU?

- Logo – 600px x 600px.
- Brand or product images 1200px x 628px and 600px x 600px / 7+HD images if video service is required.
- Link to video on YouTube at 9:16 to 16:9 aspect ratios.



# AUDIENCE ACCESS: DISPLAY ACROSS THE WEB

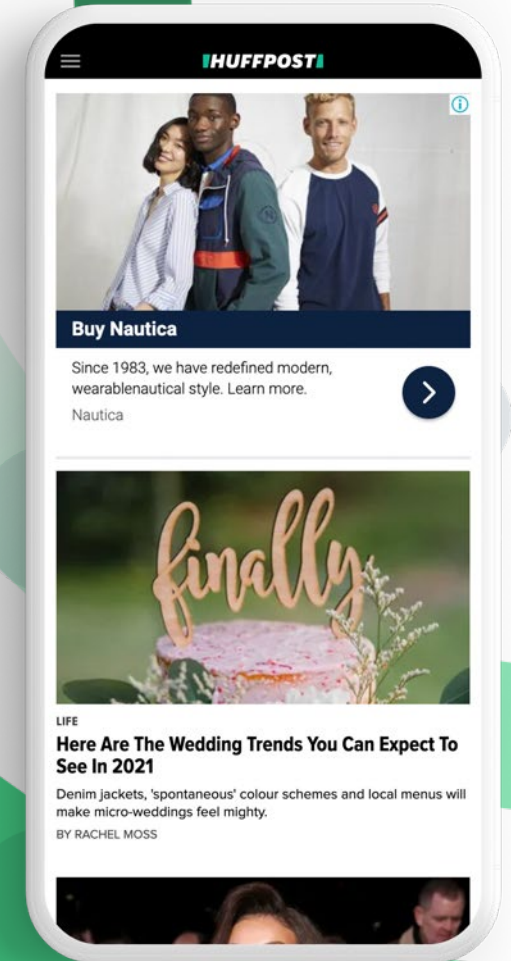
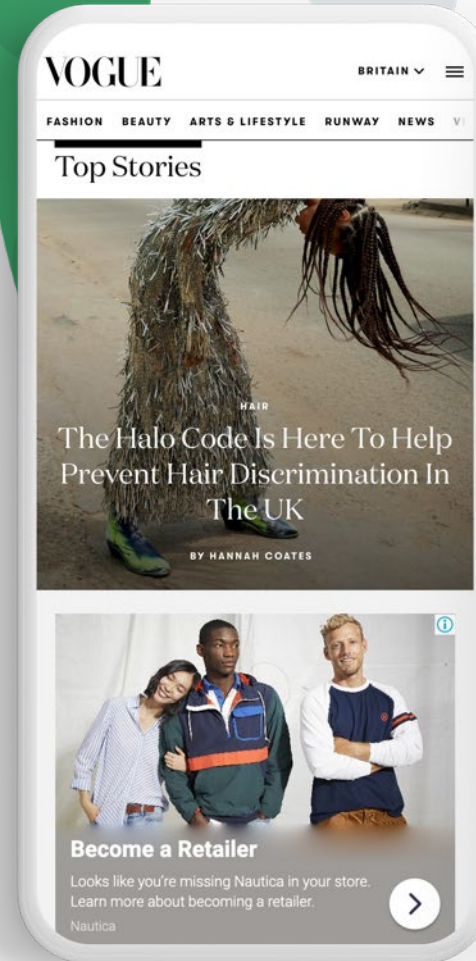
## REACH YOUR TARGET AUDIENCE ACROSS THE WEB!

Powered by Informa's first-party data, reach your ideal buyers wherever they visit online.

Audience Access Display serves banner ads to the ideal buyers **you've** identified based on your targeting criteria.

Efficient use of your marketing dollars delivering ads only when your ideal deal buyers visit a website.

Use static images, GIFs or video to engage prospects!





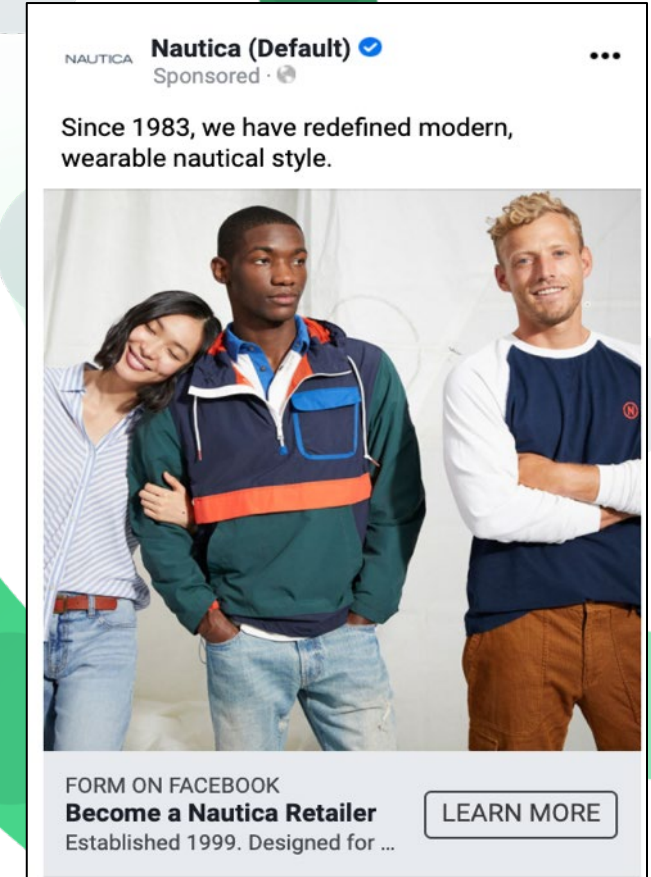
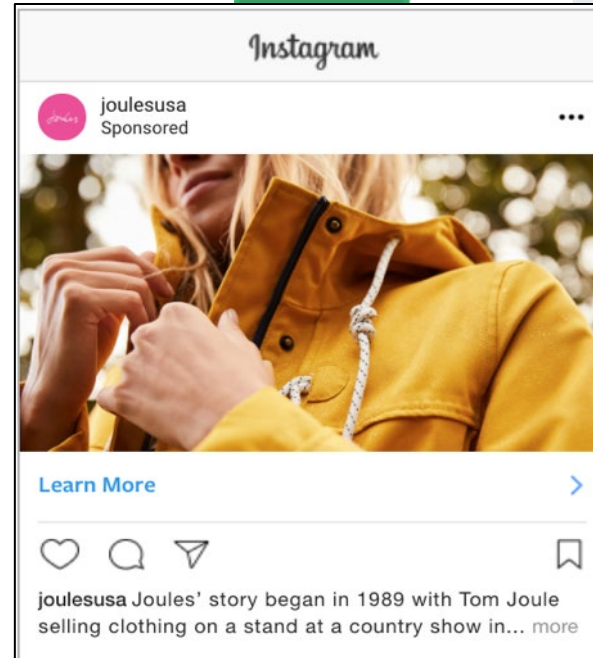
# AUDIENCE ACCESS: SOCIAL MEDIA

## CREATE EXCITING VISUAL EXPERIENCES ON FACEBOOK & INSTAGRAM!

With over 2 billion Facebook users and 1 billion Instagram users, these popular platforms offer highly engaging opportunities to connect with your ideal buyers.

People spend an average of 58 minutes per day on Facebook and 54 minutes on Instagram according to SimilarWeb.

Reach them during moments when they are looking for engagement and provide appealing visual experiences.



# AUDIENCE ACCESS: YOUTUBE

## REACH POTENTIAL CUSTOMERS WHERE THEY'RE WATCHING!

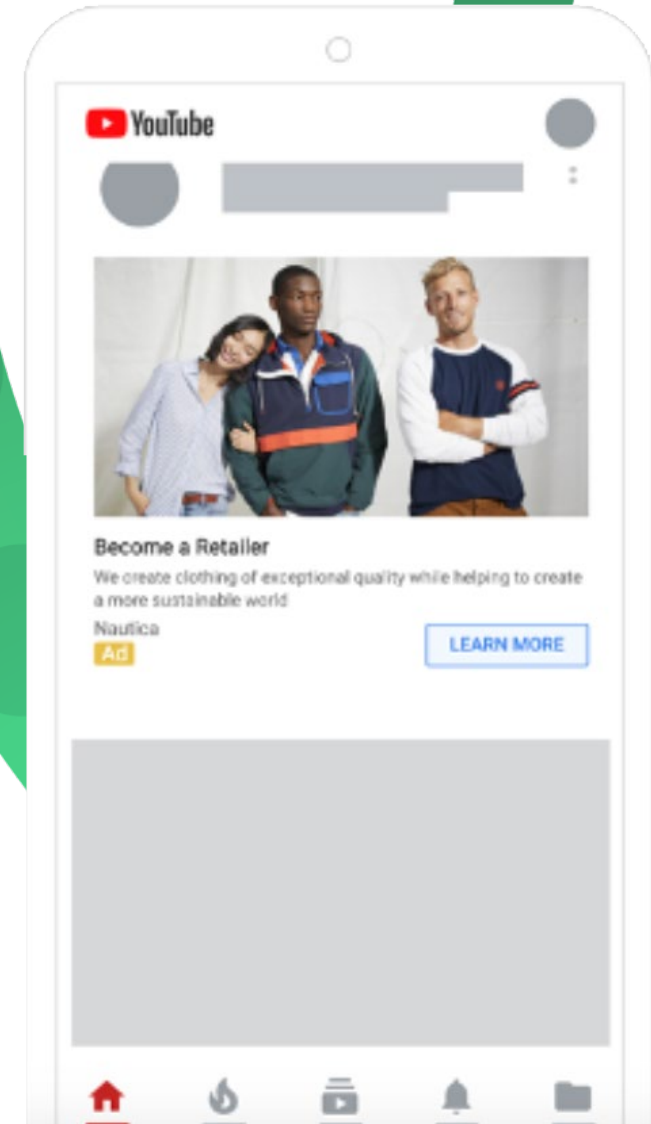
Leverage the power of video by tapping into YouTube's massive audience.

YouTube has 2 billion monthly users with each visitor spending 11m 24s per day according to Alexa.

This capability allows you to engage and capture your target buyer's attention by playing a 15-30 second promotional clip in advance of video, mid-roll and post-roll.

70% viewers say that YouTube makes them more aware of new brands.<sup>1</sup>

<sup>1</sup>Google/Talkshoppe, US, Why Video study Feb2020



# CASE STUDY: BELLA DAHL

## CLIENT OBJECTIVE:

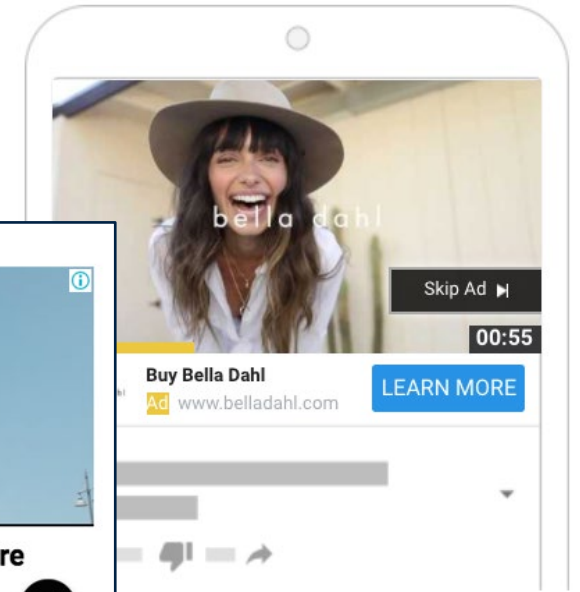
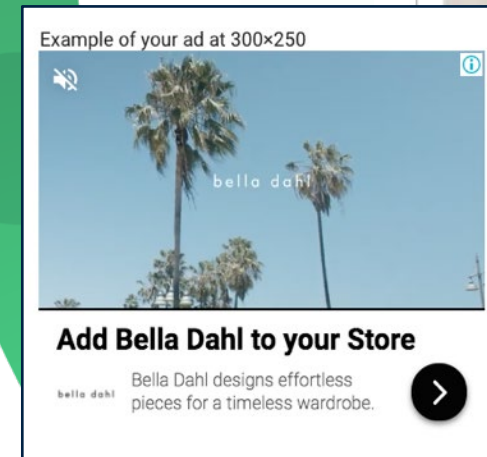
- Capture net new B2B retailer leads for Bella Dahl.
- Deliver 2,500,000 Impressions.

## The Challenges:

- Finding and communicating with a relevant B2B prospect in online consumer platforms.
- Capturing buyer attention and awareness.
- Getting buyers to engage with advertising – deliver clicks and landing page form fill.

## RESULTS SUMMARY:

- The click through rate of 2.9% in particular is remarkable. Typically a click through rate of 0.5% would be considered very successful, and 2.9% is seldom seen, 480% over industry benchmark
- The high CTR and leads demonstrate the power of this audience
- The number of 706 complete leads generated is incredible for an investment of \$40k. The customer journey involved to secure a lead indicates a very high level of intent and desire to continue a conversation with Bella Dahl.



VIDEO VIEWS: 205,118  
**706 LEADS GENERATED!**

CLICK RATE: 2.9%  
**480% OVER INDUSTRY  
BENCHMARK**