



Case Study

Remarketing – A Secret Weapon for Driving Event Registrations




THE CHALLENGE

When a B2B startup started using LinkedIn to encourage cold audiences to register for its annual event, it was expensive and ineffective.

THE SOLUTION

SalientMG created a remarketing LinkedIn ad campaign aimed at people who had previously visited the client's website, making for a warmer audience.

THE RESULTS

-  The remarketing ads had a **118%** higher click through rate
-  The cost per conversion was **84%** lower than previous ads
-  The strategy became a **the standard for future event promotion**