

ORGANISER: dmg::events Global Energy **REGISTRATION PARTNER:** Info Salons Group

ABOUT ADIPEC: Organised by dmg::events Global Energy, ADIPEC is the world’s new meeting point for oil and gas professionals, and the No.1 exhibition and conference in MENA, Africa, Europe and Asian Sub - Continent.

WHY INGO?: As returns on traditional and digital channels such as ad placement and email marketing declined, ADIPEC was looking for a way to better capture the attention new prospects and convince them to attend the event.

ADVOCATE MARKETING CAMPAIGN GOALS:

Attendee Growth - Expand the show’s reach to increase number of qualified visitors.

Increase Engagement - Achieve higher attendee networking and engagement, higher participant and exhibitor retention rates as well as increase registration to on-site conversion rates.

Cost Savings - Utilize the power of social media to build the ADIPEC brand and reduce attendee acquisition costs.

InGo BY THE NUMBERS:

2,366	Advocates
16,729	Personal Invites
1,548,880	Trusted Impressions

InGo ACQUISITIONS:

7,107	Acquisitions
\$2.05	Cost Per Acquisition
87	Executives
108	Directors
367	Managers

InGo USER DATA:

2,366	Registered Socially
1,945,333	Total Network Reach
66%	LinkedIn
32%	Facebook
2%	Twitter
76	Fortune 1000 Companies

ADIPEC 2015

With great content and features and a full marketing campaign, including InGo Advocate Marketing, ADIPEC 2015 achieved year over year increases across all metrics.

Visitors



Exhibitors



Speakers



Conference Sessions



Countries



Generated On-Site



95%

of exhibiting companies met or exceeded their ROI

98%

of visitors were overall satisfied with ADIPEC 2015

*Percentage of users that registered socially and became Advocates