

MONEY
20/20

MIDDLE EAST

tahaluf
an informa
company

Industry:
Events

Market:
EMEA

Money20/20 Middle East doubles conference registrations with a multi-format event strategy on LinkedIn

CHALLENGE

Money20/20 Middle East is an annual, in-person fintech event based in Riyadh, Saudi Arabia with over 38,000 visitors and 450 brands in attendance. A successor to Tahaluf's previous fintech event, Money20/20 Middle East sought to grow this event substantially in the region:

- Increase registrations and attendance
- Increase engagement from target audiences
- Increase exhibitor interest

SOLUTION

Money20/20 Middle East, a world-class fintech event from premier organizers Tahaluf, partnered with LinkedIn to drive event awareness, engagement, and attendance using Thought Leader Ads, Image Ads, Video Ads, Document Ads, and Sponsored Messaging. With LinkedIn's precise targeting and the strategic use of a variety of Sponsored Content and Sponsored Messaging ad formats, Money20/20 Middle East reached a qualified audience, promoted thought leadership, and drove registrations for their event.

Money20/20 Middle East is now the largest fintech event in the Middle East and the second largest in the world with the help of LinkedIn.

RESULTS

+104% Increase in registration year-over-year

+102% Increase in exhibitor leads year-over-year

+16% Increase in click-through rate year-over-year



“Using the right combination of messaging, ad formats, and timing, our LinkedIn ad campaigns delivered above and beyond, and set the benchmark for future Tahaluf events”



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Digital Marketing Manager - Paid Performance Lead,
Tahaluf