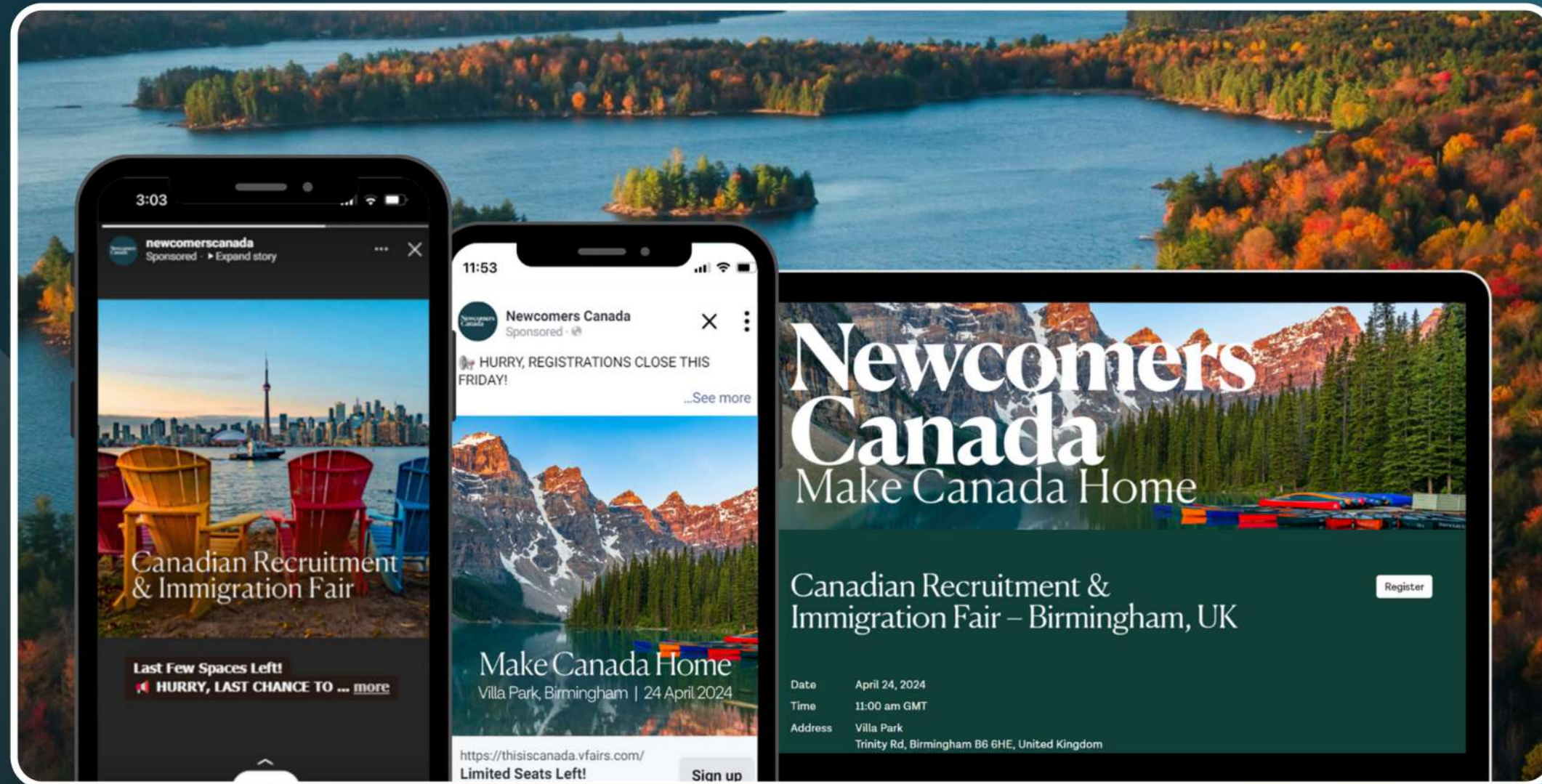


SING!  
**DIGITAL**  
CASE STUDY

**Newcomers  
Canada**  
Birmingham



“Thank you again for being the intelligence behind Newcomers Canada. We love working with you.”

Erin Flynn, Owner - **Newcomers Canada**

[www.sing.ie](http://www.sing.ie)



**2024 Birmingham Event**

**1900+**  
Registrations

**450,000+**  
Birmingham Users Reached

**16%**  
Conversion Rate

**Google Ads:**

**Cost Per Lead:** €11.79

**Cost Per Click:** €1.24

**Conversion Rate:** 10%

**CTR:** 11%

**Paid Social:**

**Reach:** 445,334

**Cost Per Lead:** €6.80

**Conversion Rate:** 16%

**CTR:** 0.87%

**Platform Methodology:**

**Google Ads:**

Google Ads was utilized for its powerful targeting capabilities to reach those interested in moving to Canada. By appearing at the top of Google search results, we increased brand visibility, driving website traffic, and ultimately, increasing sign-ups.

**Paid Social:**

Meta targeted ads to young adults looking to emigrate to Canada. We leveraged Meta's ability to reach a specific audience and capture their attention with engaging content to drive awareness about job opportunities in Canada.

**Display:**

We launched a display campaign across popular websites and apps, reaching a wide range of adults interested in Canadian careers. This ensured maximum exposure to potential candidates. Personalized ad experiences showcasing relevant job opportunities kept them engaged and eager to explore the exciting possibilities in Canada.