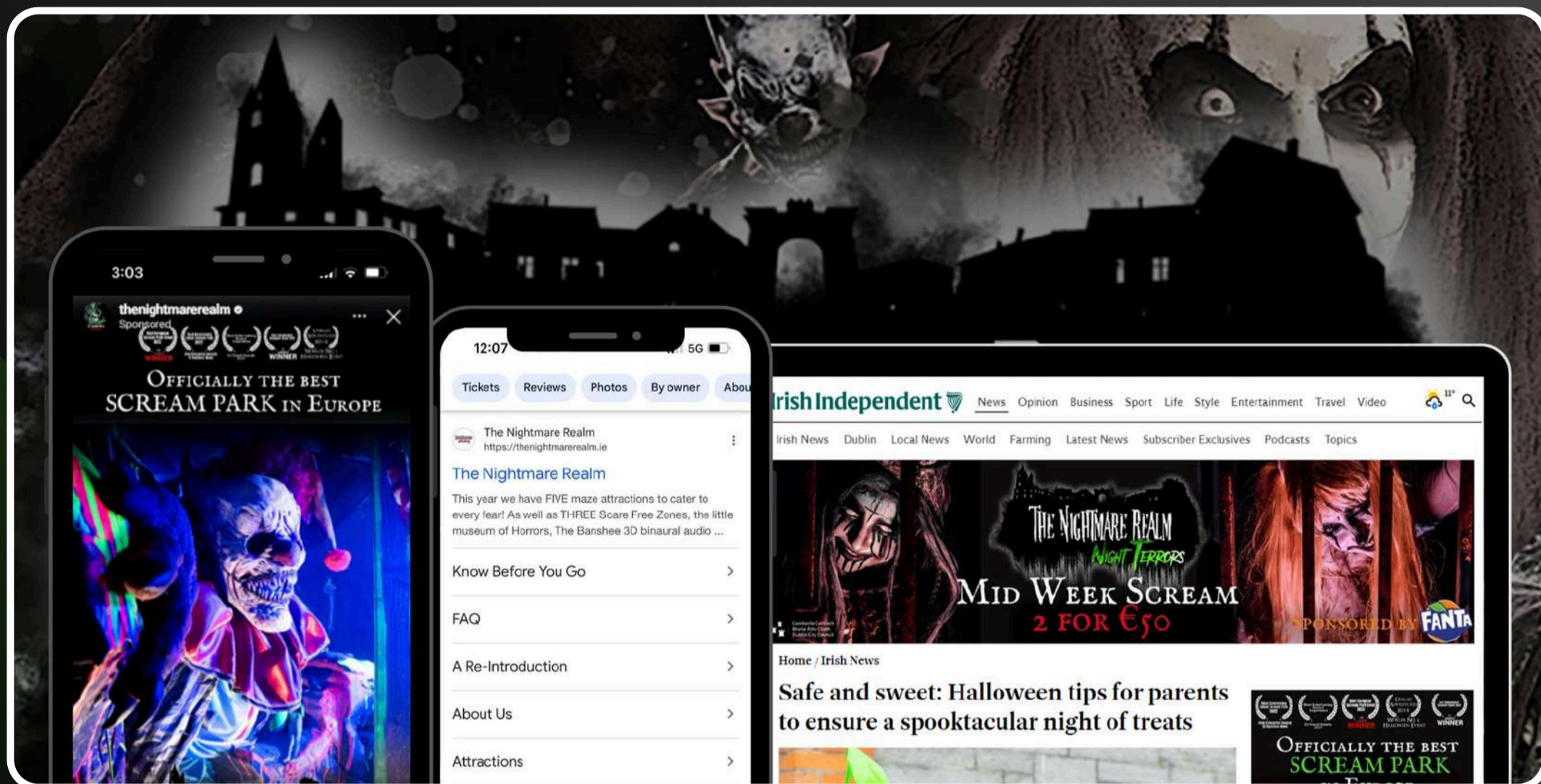


SING!  
**DIGITAL**  
CASE STUDY

# THE NIGHTMARE REALM



“Their **dynamism, level of detail, and science** behind their digital marketing all stand out.”

Karl O'Connor, Director - **The Nightmare Realm**

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



## 2023 Campaign

**1219%**

Return On Investment

**2.7 Million**

Irish Users Reached

**8%**

Conversion Rate

### Google Ads:

**Growth:** +14%

**ROI:** 2662%

**Conversion Rate:** 6.49%

**CTR:** 26.44%

### Paid Social:

**Growth:** +28%

**ROI:** 825%

**Conversion Rate:** 4.64%

**CTR:** 1.11%

### Display:

**Reach Frequency:** 0.87

**ROI:** 1588%

**Conversion Rate:** 84%

**CTR:** 0.11%

### Platform Methodology:

#### Google Ads:

Google Ads was utilized for its powerful targeting capabilities to reach potential customers actively searching for products or services related to our business. By appearing at the top of Google search results, we increased brand visibility, driving website traffic, and ultimately, increasing sales.

#### Paid Social:

Meta ads targeted the 13-25 age group to capitalize on the platform's extensive reach with targeting tailored to this demographic. Meta's engagement tools were used to capture the attention of our target audience, driving sales & awareness.

#### Display:

Display ads were spread to the target audience across a wide array of websites and apps, maximizing our campaign's exposure and potential reach. We delivered highly relevant and personalized ad experiences, driving engagement and sales.