



DATA SET THE PACE FOR MARKETING AND COMMUNICATION



RX DEUTSCHLAND GMBH
APPLICATION FOR THE UFI MARKETING AWARD 2024

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01 | BACKGROUND & MOTIVATION

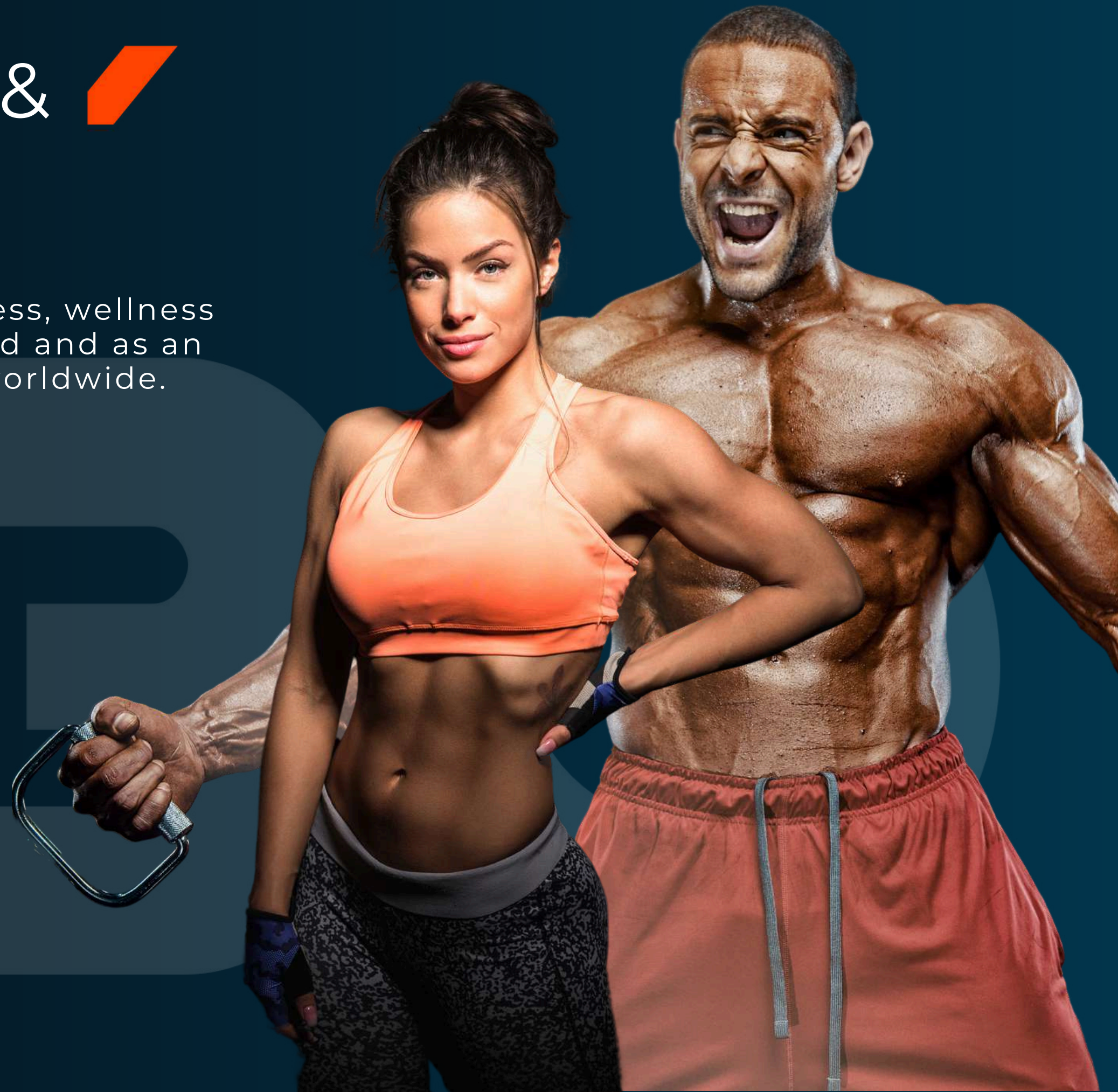
FIBO is the world's leading trade show for fitness, wellness and health held annually in Cologne. As a brand and as an event, FIBO attracts a high level of attention worldwide.



260 million
media reach in
print, online, TV



16 million
impressions in
social media
channels



01 | BACKGROUND & MOTIVATION

- **As a global network** FIBO helps its trade visitors to do successful business by bringing them together with established brands, innovative start-ups and smart solutions.
- **As a global hotspot for fitness** enthusiasts, athletes and health-orientated people, FIBO creates a unique experience of information and shopping around innovative products

target groups

analyze
comprehensive data

revenue

letting an entire
industry benefit

conversion

increase engagement
& interactions



02 | THE MEASURES IN DETAIL

02.01 | database optimization – what we did to uncover insights



200,000

datasets and more were analyzed with regards to interactions, decision-making and purchasing behavior



12

buyer personas were created to create relevant messages and more effective campaigns



1

scoring model was established to identify high and low engaged customers



02 | THE MEASURES IN DETAIL

02.01 | database optimization affecting marketing automation



define

finding structures and create cluster of people and their needs



connect

create solution supporting communication for each persona



thrive

analyze results and develop the best experience for each lifestyle & behaviour

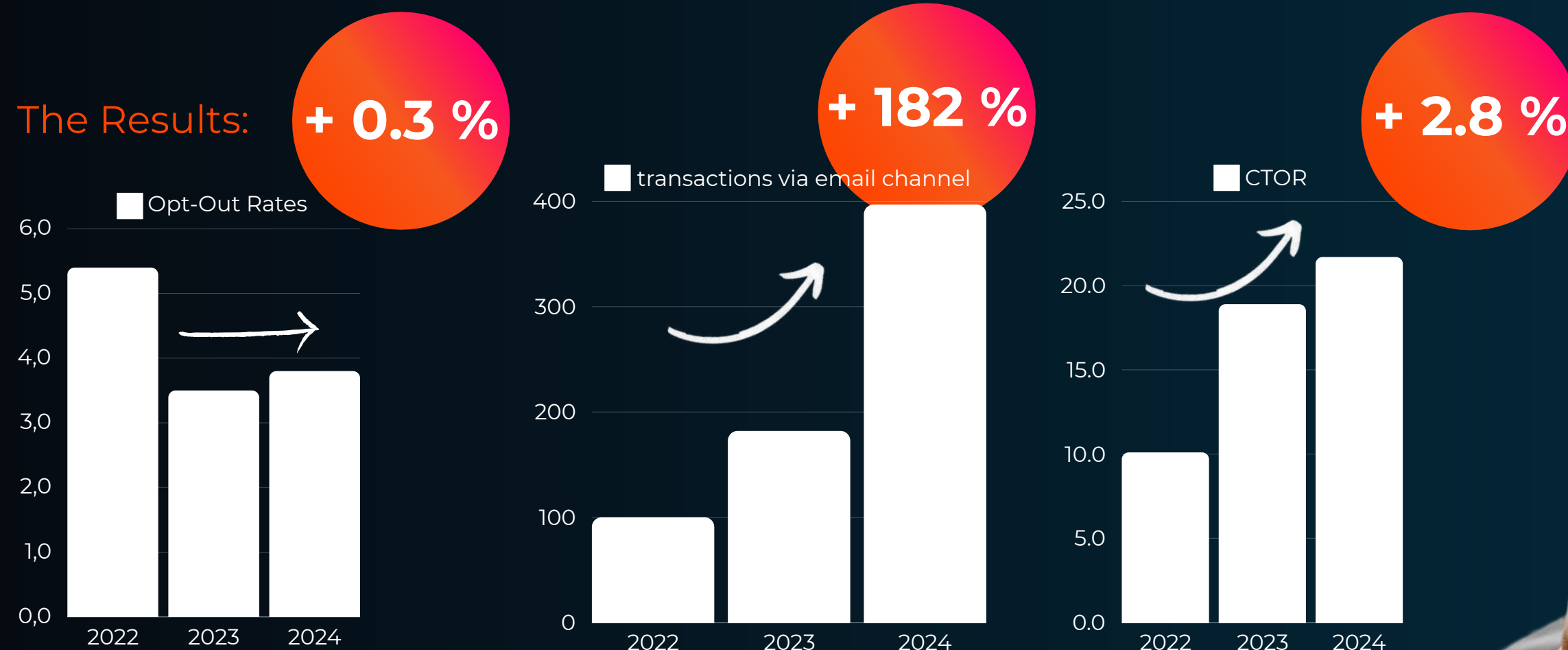
02 | THE MEASURES IN DETAIL

02.02 | targeted e-mail marketing

Thanks to a more targeted approach

- fewer emails need to be sent to each customer
- led to **lower opt-out** rates (compared to 2022)
- led to an **increase of 182 %** transactions (2024 vs. 2023)

The Results:



The rates were updated compared to the initial application documents.



02 | THE MEASURES IN DETAIL

02.03 | performance marketing campaigns

Integration of Meta | Google | TikTok | LinkedIn Pixel/Tags

Measurement and analysis of purchase metadata generated via online marketing campaigns via the integration of the pixel/tag in trade fair websites and ticket shops.

This allows:



adapt budget distribution to user behaviour



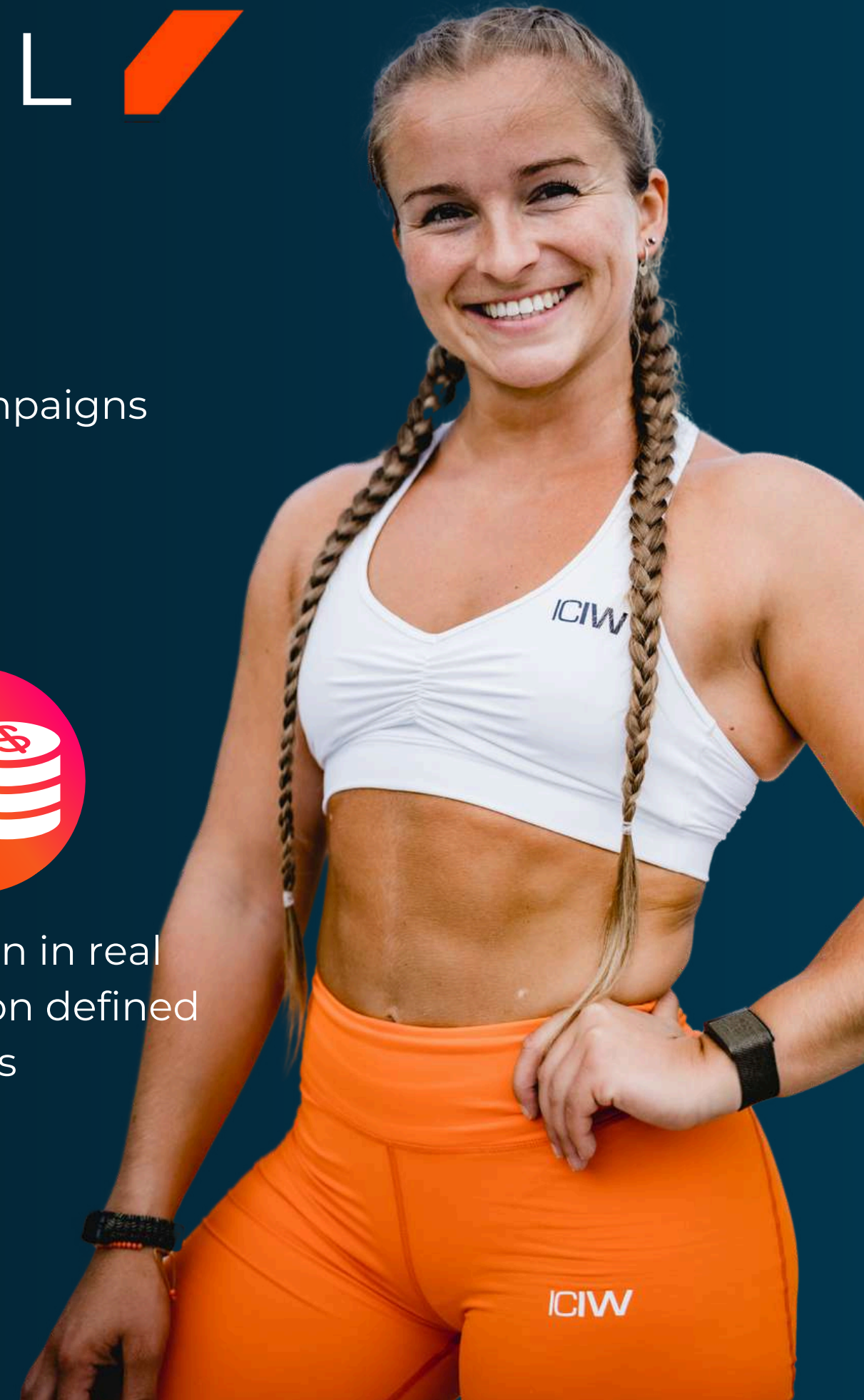
target group-specific and trigger-based targeting



custom and lookalike audiences in order to retarget



optimisation in real time based on defined KPIs



02 | THE MEASURES IN DETAIL

02.03 | performance marketing campaigns

The Results:



+9,434 %
ticket sales
(2022 vs 2023)



+10,584 %
revenue
(2022 vs 2023)



+8.2 %
budget used
compared to revenue
ROI:1.085,03%
(2022 vs 2023)







50%
of all tickets sold
in 2023



400 EXH Leads
20 Bookings
50 - 60% still
warm for 2025

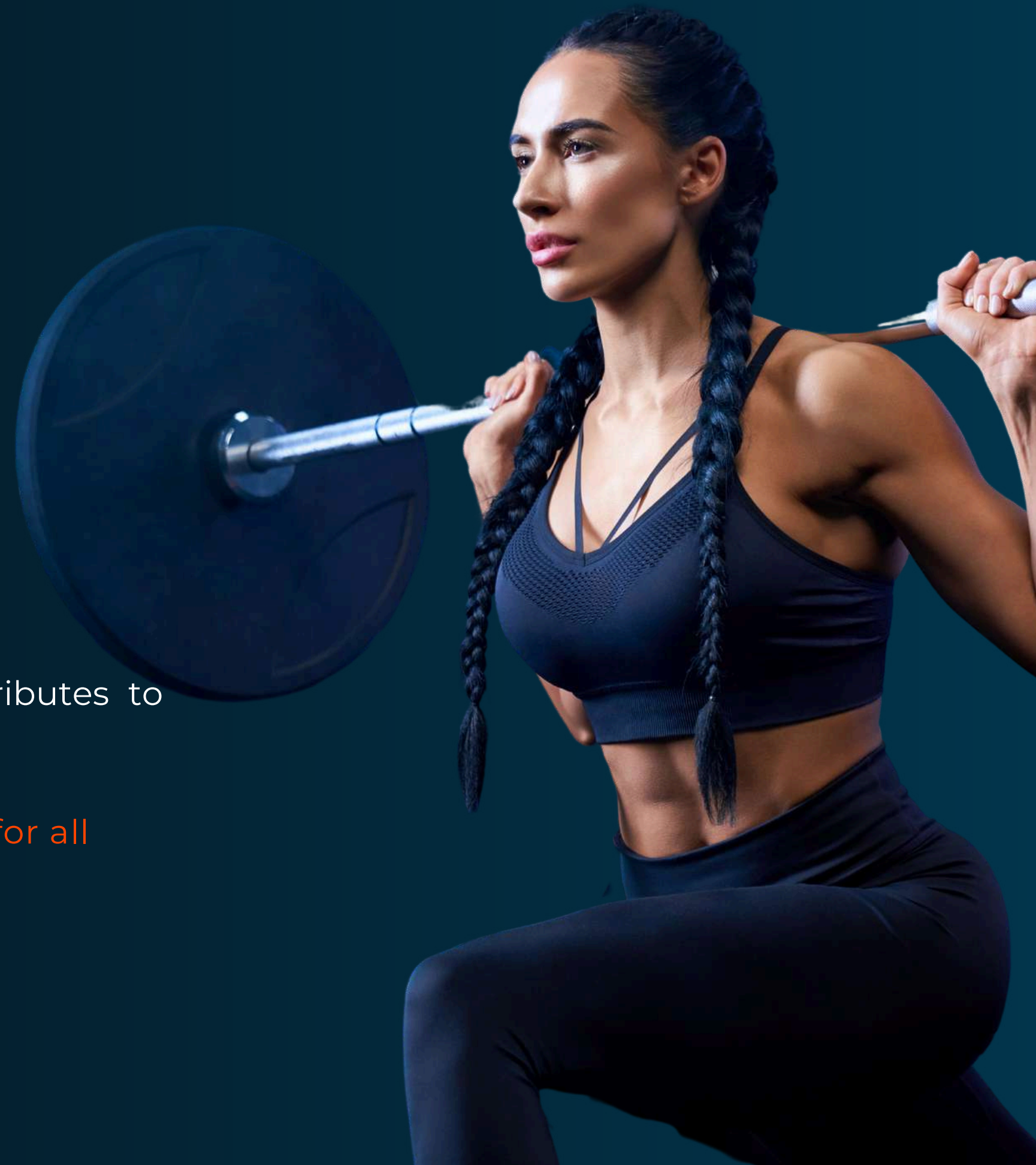


03 | CONCLUSION

-  technical **measures** (Pixel & server based tracking)
-  **analysis** of customers data
-  iterative **reactions** to KPIs
-  **targeted** communication and advertising

The results show how successfully data-driven marketing contributes to business success.

At RX Germany, data-driven marketing will always set the pace for all communication relating to our brands and events.





Germany