**📈 IBC2025 Marketing Executive Summary (Week of July 08 – July 15, 2025)**

**Reg for Exhibitors – MISSING 2024 DOC????**

* **2025 - Complimentary Exhibitor Visitors (registered via exhibitor customer codes) – 162**
* **2024 – week of 15 July Complimentary Exhibitor Visitors (registered via exhibitor customer codes) – 71**
* **+49 reg increase YoY driven by exhibitor customer codes**

**📧 Email Campaigns**

* **DotDigital:**
	+ Visitor Drivers (on July 10 & July 15) sent to 136k+ recipients. Open rates reached 23-28%, whilst the average Click-to-Open (CTO) rates varied from 4-5%.
	+ The Conference Drivers (on July 11) sent to prospect data had a 25% Open rate and a 4% Click-to-Open (CTO) rate, whilst the email sent to registered visitors received a 41% Open Rate but a slightly lower CTO rate of 2.2%
	+ The Hackfest Driver (on July 14) to prospect data reached 20.5% Open Rate and 4.6% Click-to-Open (CTO) rate. The one sent to registered 2025 data had a slightly higher Open rate of 35%, whilst the Click-to-Open (CTO) sat at 5.2%.
* **Captello:**
	+ Visitor Driver (July 15) sent to a highly engaged database of 30K with 49% open rate and 28% CTO.

**🏆 Awards**

* The longlist has been published on the website and promoted via social media
* The judging cycle for the shortlist has been closed and all finalists companies are being contacted
* Pure have created the social media marketing assets necessary to promote the awards shortlists and winners

**🚀 Accelerators**

* The dedicated marketing calls for each project are ongoing, with the Accelerators Marketing Presentation outlining all marketing activity for this year’s projects
* Updated project pages with logos and distributed toolkits
* The QR codes for each project’s webpage have been created and distributed to Accelerators Ops team

**📲 Social Media (Organic)**

* Posts promoting registration, why attend IBC video highlights, conference, media partner post, Hackfest Dry Run photography, longlist awards announcement, as well as activity shared across platforms.
* **Follower Growth (WoW):**
	+ Instagram: +22
	+ LinkedIn: +46
	+ Facebook: +8
	+ X: +6
	+ YouTube: +2