

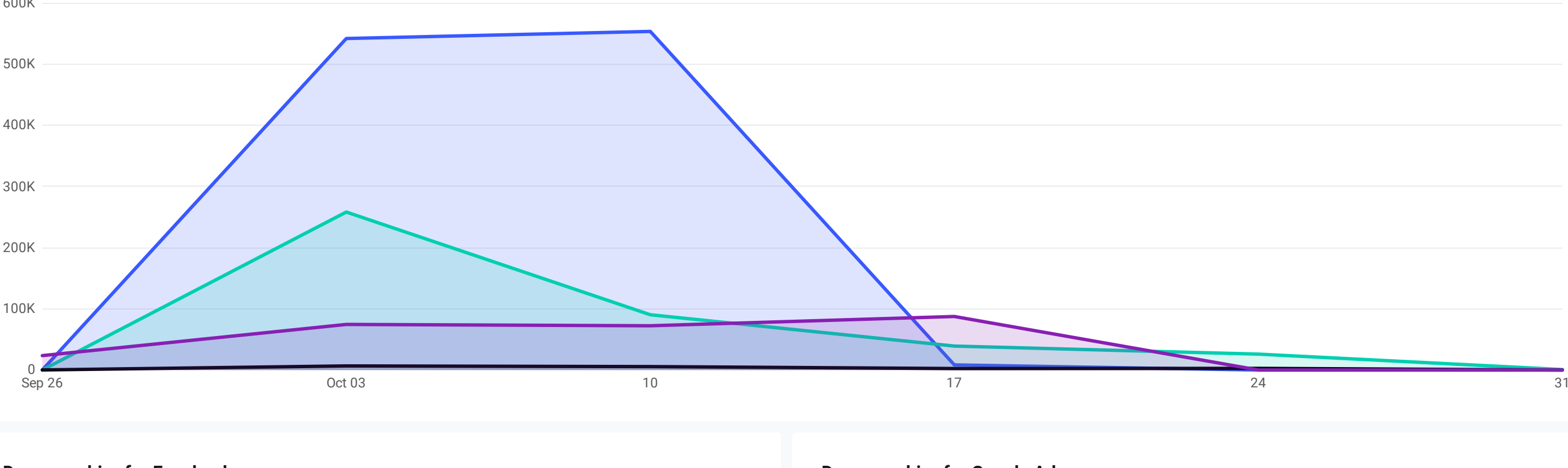
Tallinn Digital Summit EXPO 2022

Marketing campaign report

Total reach (Google Ads, Youtube, LinkedIn, Facebook, Google Analytics)

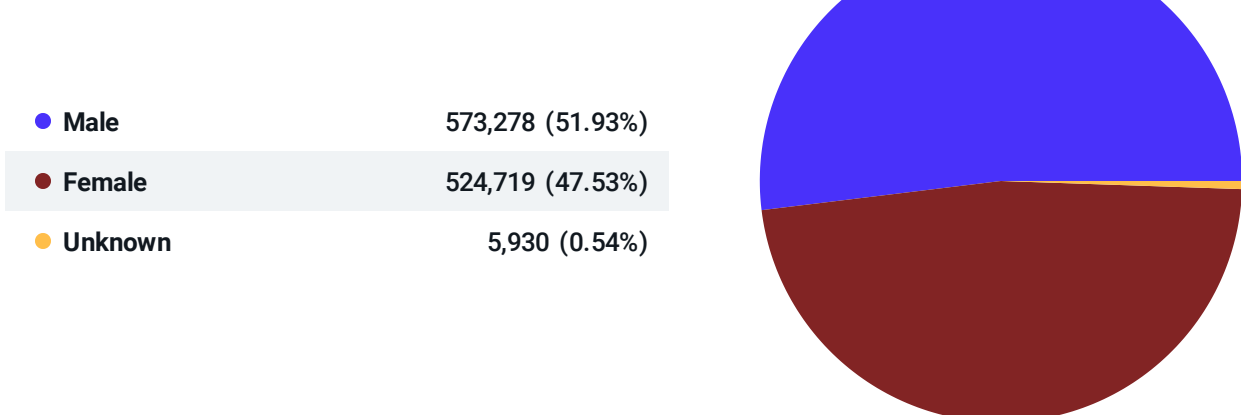


Marketing results (impressions)



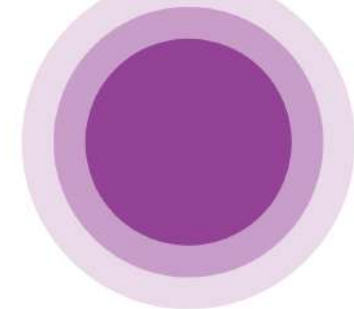
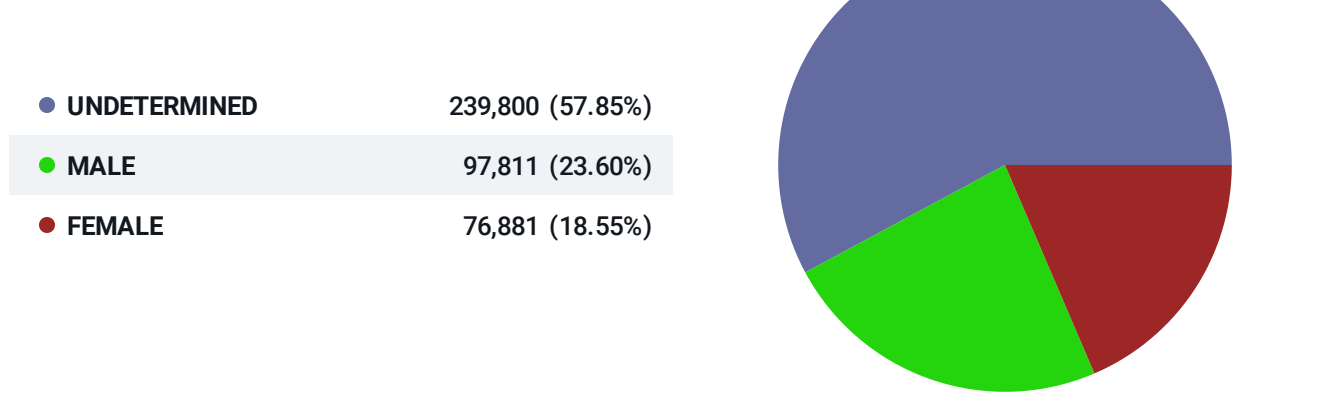
Demographics for Facebook

Impressions / Gender



Demographics for Google Ads

Impressions / Gender

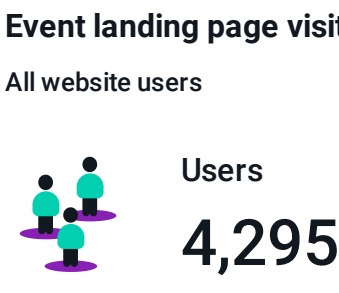


Total impressions

Total impressions
1,793,885

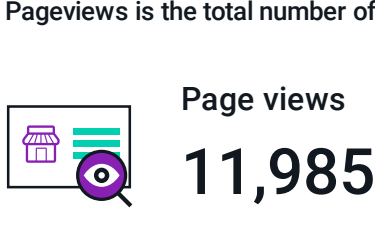
Event landing page visitors

All website users



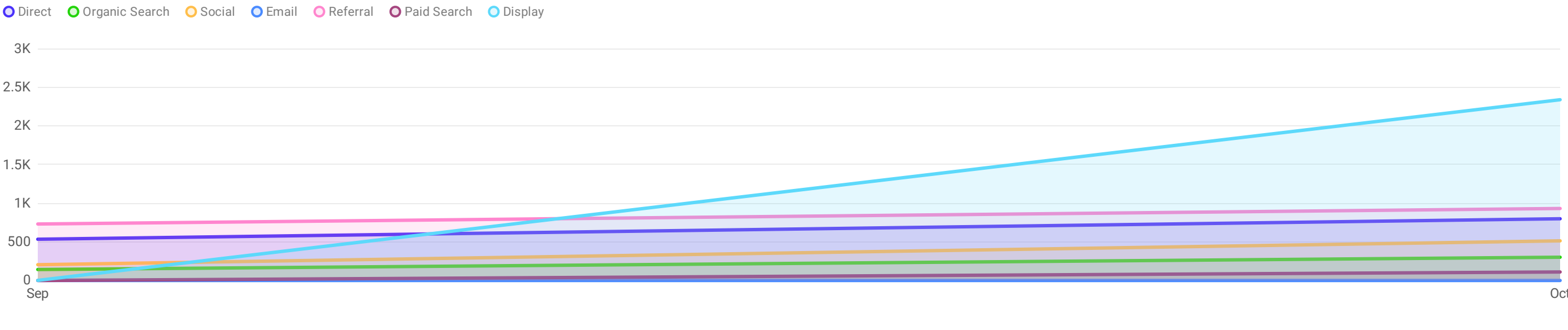
Landing page visitors

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.



Page title	Page views	Duration	Bounced	Sessions	Users
Tallinn Digital Summit ...	3,741	00:02:31	73.17%	2,594	1,679
LeverID	1,431	00:00:28	90.47%	1,165	989
TraCert OÜ	387	00:00:30	88.89%	306	285
Zero Terrain	346	00:00:40	87.99%	283	260
Exponaut	326	00:00:30	89.23%	260	247
Events Marketplace	463	00:00:39	16.74%	227	226
R8 Technologies	228	00:01:19	86.23%	138	137
Greenery Data Cente...	206	00:00:33	87.76%	147	134
eCarExpo	349	00:03:09	62.43%	173	120
Avokaado	207	00:01:32	85.16%	128	114
Not Found	111	00:02:30	72.55%	51	66
The Future of Inspirati...	225	00:03:46	54.46%	112	64
Auve Tech	126	00:04:27	72.97%	37	50
Gridio	77	00:00:32	92.31%	52	50
Guardtime	84	00:02:17	82.50%	40	43
discover-ids	528	00:16:37	52.99%	117	40
Proud Engineers	58	00:00:27	86.67%	30	39
Team Europe Partner...	110	00:06:39	55.17%	29	37
Summary	11,985	00:02:28	75.12%	6,613	4,295

Traffic channels



Goals for Facebook + Google + LinkedIn + Youtube

Time passed	61 / 61
Ad distribution (how many ads were shown)	1,793,885 / 1,000,000
Engagement (clicks on ads)	6,562 / 5,000

Facebook campaigns (scrollable)

EXPO 2022
Avokaado®
A DIGITAL WORKSPACE FOR CONTRACT LIFECYCLE MANAGEMENT

Headline: A digital workspace for contract lifecycle management

Body: Create and collaborate on documents from one single platform at every stage of the document lifecycle. Always up-to-date documents wit...

Campaign Name: Avokaado staatlaine

Impressions	Clicks (all)	Amount spent
92,048	59	€89.78

EXPO 2022
R8
R8TECH AI
AT THE FRONTLINE SOLVING THE ENERGY CRISIS FOR 5-BILLION EUR OF BUILDINGS

Headline: Drop 30% of energy costs

Body: R8 Digital operator increases comfort and decreases energy costs. It is a premium energy efficiency solution driven by AI. Lower your energy...

Campaign Name: R8 staatlaine

Impressions	Clicks (all)	Amount spent
86,544	45	€89.66

EXPO 2022
EXPOAUT
DIGITAL B2B SALES AND MARKETING TOOL TO GROW YOUR BUSINESS AND PROFIT

Headline: New ways to attend virtually

Body: Digital B2B sales and global marketing tool to grow your business and profit New ways to attend virtually are here !...

Campaign Name: Exponaut staatlaine

Impressions	Clicks (all)	Amount spent
74,877	57	€78.25

EXPO 2022
guardtime
THE TOKENIZATION OF EVERYTHING. FRICTIONLESS VALUE EXCHANGE IN A DECENTRALIZED GLOBAL ECONOMY.

Headline: Digital money platform - systems for the future

Body: Guardtime mission is to make the world's information universally reliable, without reliance on the risks of human trust Best digital money...

Campaign Name: Guardtime staatlaine

Impressions	Clicks (all)	Amount spent
73,580	52	€78.42

EXPO 2022
CERT-TRACE® IS A BLOCKCHAIN POWERED DOCUMENT DIGITIZATION, ARCHIVING & SHARING TECHNOLOGY

Headline: Digitize your documents

Body: Blockchain Powered Document Digitization, Archiving & Sharing Technology Your data is in good hands with Cert-Trace!...

Campaign Name: Cert-Trace staatlaine

Impressions	Clicks (all)	Amount spent
73,069	60	€80.02

EXPO 2022
LEVERID
FUTURE-READY DIGITAL IDENTITY & SIGNATURE PLATFORM

Headline: Infrastructure In Your Pocket

Body: LeverID sets a new industry standard for a robust, secure, and scalable digital authentication and signature service. Passport to the...

Campaign Name: LeverID staatlaine

Impressions	Clicks (all)	Amount spent
71,056	50	€76.26

Tallinn Digital Summit EXPO 2022 | Delivering trusted connectivity through trusted partnerships!

- Avokaado® | A Digital Workspace for Contract Lifecycle Management
- Auve Tech | Self-driving vehicles and autonomous transportation systems
- R8 Technologies | Tallinn Digital Summit Expo 2022
- R8 Technologies | Technical experts to deploy Artificial Intelligence (Ahmet Köse, PhD)
- Cert-Trace® | Blockchain Powered Document Digitization, Archiving & Sharing Technology
- LeverID | Future-ready Digital Identity & Signature Platform
- Gridio | The smart way to use energy
- Zero Terrain | Providing affordable energy & energy security with no harm to the environment!
- Cert-Trace® | Blockchain Powered Document Digitization, Archiving & Sharing Technology
- Greenery Data Centers | We keep your data safe and green
- Digilooistika Keskus | Look, how we can help you with digitalization

Playlist is uploaded and available to all viewers: [VIEW HERE](#)

Meet all of the exhibitors

Event: Tallinn Digital Summit Expo 2022

PROUD ENGINEERS Data infrastructures Digital sector Organization Other IT technologies Public sector [See more](#)

e Estonia Digital Summit **SEI1** Andres Kütt, CTO **SEI1** Our Technology Offers Your Experts Avokaado® **SEI1** Challenges in Estonia's Path to Digitalisation **SEI1** Estonia podcast: The Art of Digitalisation

3Di Digital sector B2B Other engineering and construction [See more](#)

3Di tuvustus **3Di** Milline on ehitus tulevik? **3Di** Sissevõetud

Helmes B2B Other IT technologies Retail Digital sector Public sector [See more](#)

Helmes - Software Outs...

Additional library to all viewers: [VIEW HERE](#)

Edit title

Name: Video reklamid Expo 2022

Ad name: Zero Terrain

Impressions	Clicks
106,388	237

Name: Video reklamid Expo 2022

Ad name: LeverID

Impressions	Clicks
58,763	144

Name: Video reklamid Expo 2022

Ad name: TraCert

Impressions	Clicks
30,046	135

Name: Video reklamid Expo 2022

Ad name: Greenery

Impressions	Clicks
27,536	148

Name: Video reklamid Expo 2022

Ad name: R8 Technologies

Impressions	Clicks
19,705	119

Name: Video reklamid Expo 2022

Ad name: Tallinn Digital Summit Expo 2022

Impressions	Clicks
8,991	28

Name: Video reklamid Expo 2022

Ad name: GridIO

Impressions	Clicks
8,801	49

09/01/2022 - 10/31/2022

Google ads

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
74,165	1,413

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
25,667	325

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
17,366	202

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
13,065	278

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
11,301	268

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
7,688	158

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
1,785	23

Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
1,600	10

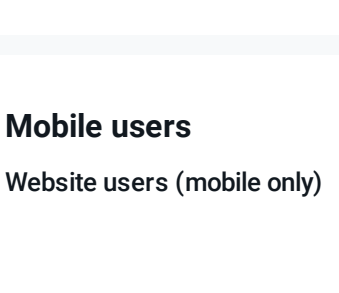
Tallinn Digital Summit: Display-reklaamid-Expo-2022

Impressions	Clicks
933	13

09/01/2022 - 10/31/2022

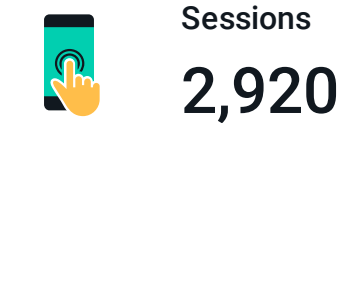
Mobile users

Website users (mobile only)



Desktop/tablet users

Website users (desktop and tablet only)



Multiple Dimensions	Sessions	Bounced	Page views pe	Avg. Session t
Device: mobile Brand: Samsung	826	87.65%	1.17	00:00:27
Device: mobile Brand: Apple	759	84.85%	1.26	00:00:38
Device: mobile Brand: Xiaomi	536	84.33%	1.27	00:00:54
Device: mobile Brand: Huawei	279	81.72%	1.33	00:00:46
Device: tablet Brand: Samsung	136	94.12%	1.06	00:00:04
Device: tablet Brand: Lenovo	109	91.74%	1.10	00:00:58
Device: mobile Brand: Google	90	94.44%	1.27	00:01:32
Device: mobile Brand: (not set)	80	83.75%	1.23	00:00:58
Device: tablet Brand: Huawei	77	92.21%	1.09	00:00:16
Device: mobile Brand: (not set)	50	88.00%	1.16	00:00:39
Summary	6,613	43.31%	0.60	00:02:28