



CASE STUDY

# NEC SHOW STAND DOUBLES IT'S AUDIENCE WITH A DIGITAL TWIN

## 1,500+ VISITORS ONLINE

“ The Power of Partnerships physical NEC show stand was able to more than double its audience with a bespoke Digital Twin. This virtual stand was built for Secure Logiq and its partners at The Security Event 2024 by V-Ex, in partnership with Security on Screen. ”

### CHALLENGE

Not everyone is able to visit a great physical event, so; much like the retail and entertainment delivery industry currently it is imperative to offer a viable alternative to visitors wishing to attend an event online.

### SOLUTION

The PoP '24 stand was built and rendered in full 3D 360's using the designs from the physical stand and hosted on the V-Ex platform and promoted in advance and during the live show by online publisher Security on Screen. The digital visitor experience brought a massive boost to a great physical stand.

### RESULT

A pay-per-click (PPC) campaign was run simultaneously on LinkedIn to relevant audiences in the security sector to let live audiences know the Digital Twin alternative was available.

Covering two weeks around the live show the Digital Twin campaign achieved:

- **109,616** LinkedIn audience identified
- **16,434** LinkedIn audience members viewed
- **1,526** Active online stand visitors
- Visitors from **46** countries taking part

V-Ex Platform

VX

