



eCommerce & Digital Marketing Expo NORTH 2023

February 11-12, Vellideio, Thessaloniki

Official Report



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The **eCommerce & Digital Marketing Expo NORTH** was held for the second time in Thessaloniki, at the Ioannis Vellidis Conference Center.

After the first event in November 2021 and despite the rather adverse conditions that existed at the time due to the pandemic, the event laid a solid foundation and is now in a phase of explosive growth!

The **ECDM Expo NORTH 2023**, after strategic planned actions by our side and the support of our partners that participated at the event, managed to achieve the goals set:

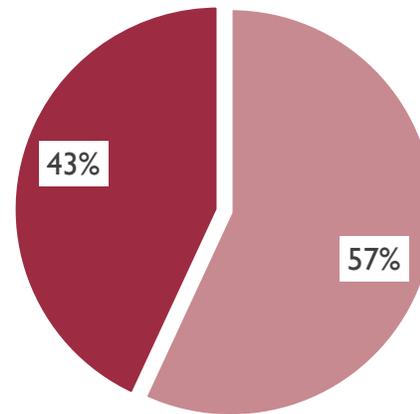
- To strengthen the international profile of the event
- To attract more visitors, outside the eCommerce core businesses, that are seeking for Digital Marketing services

VISITORS

The eCommerce & Digital Marketing Expo NORTH 2023 welcomed the visitors for 2 days, on Saturday, February the 11th and on Sunday, February the 12th 2023.

- During those 2 days, over 1.700 people visited the venue.
- In the next charts you can see the profile of the visitors.

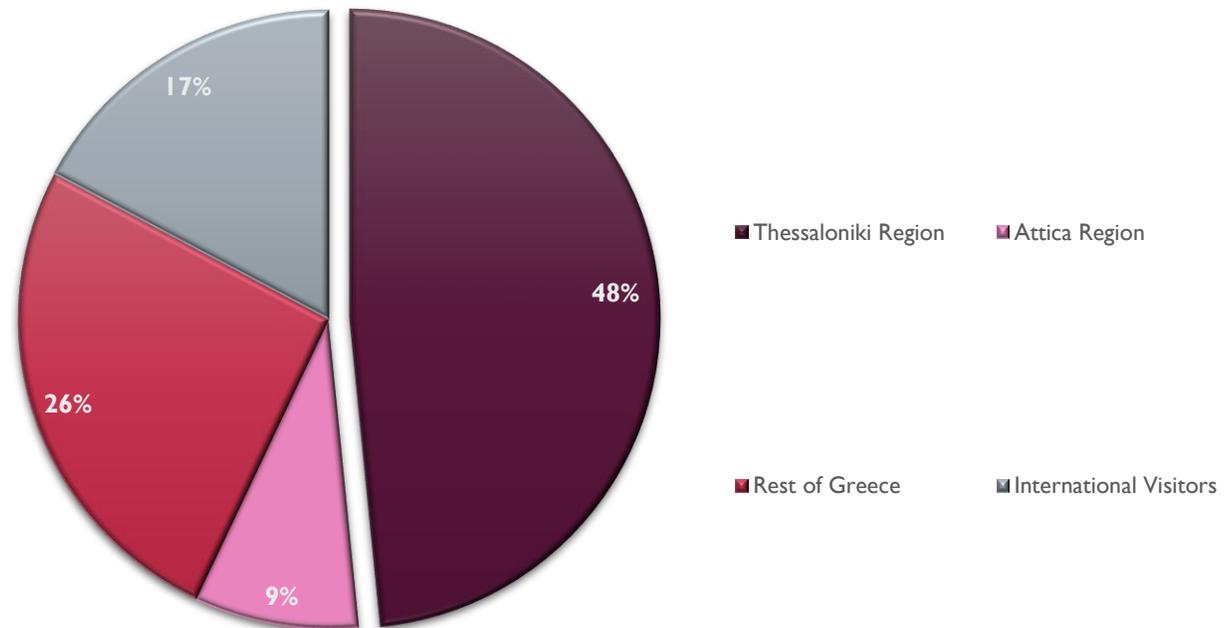
Visiting Days



■ Saturday 11/2 ■ Sunday 12/5

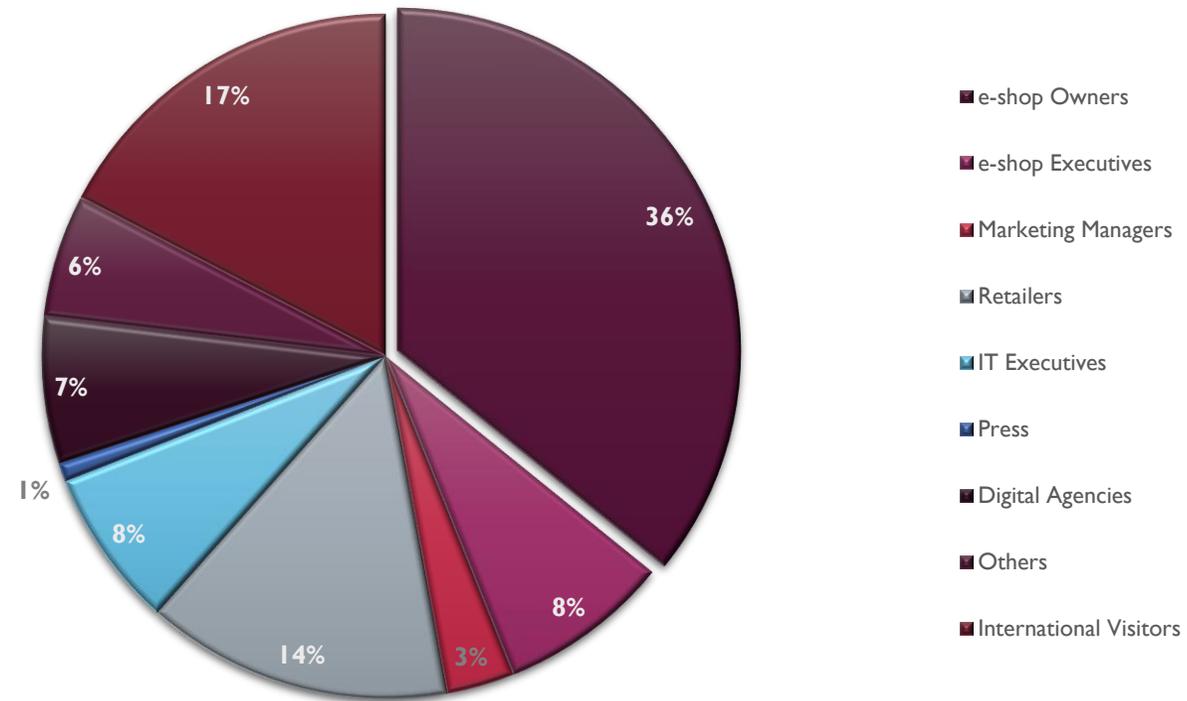
VISITORS

Origin



VISITORS

Profile



EXHIBITORS – SPONSORS

More than 35 companies where Exhibitors and Sponsors at the **ECDM Expo NORTH 2023**, welcomed the visitors and supported the event.

Main Sponsors



Sponsors



Supporters



EXHIBITORS – SPONSORS

Exhibitors



ASTROLABS
DIGITAL MARKETING AGENCY

CONSULTING
HUNGARY

cs.cart bizness



PenguinCity.gr
Custom Information Systems

PYLARINOS
ADVERTISING

RELEVA



SELLSPHERE
TRADING SOLUTIONS

shero
an ambientia company

skywalker

Social_Mind
360° DIGITAL AGENCY

DigitalUp
DIGITAL MARKETING AGENCY

e-avenue

EKONT Ελλάς

EveryPay

STONEWAVE

t(e)r(r)a(c)o(m)

WEBEXPERT

UCCDO

global concept

GoJack

happyonline

ideas
DIGITAL AGENCY

wepack

ΥΕΝΙΧΗ
ΤΑΧΥΠΟΜΙΚΗ

95,1
Κοσμοπολις

IpHost

KRONOS
express

MEDIAPOST HIT MAIL

owlTech

ECOMMERCE &
DIGITAL MARKETING
EXPO

NORTH

verticom

AD CAMPAIGNS

Our goal was to make the event known throughout the Balkan region and so we executed a multi-level campaign both digital and traditional ways.

- Google Campaigns
- Social Media Campaigns (Facebook, Instagram, Youtube, LinkedIn)
- Radio campaigns
- Phone calls / e-invitations
- Hard Copy invitations
- Newsletters about the Expo and the conference
- Newsletters and social posts about the exhibitors and the conference speakers
- Press Releases and Media Sponsors

AD CAMPAIGNS

The first wave of the online campaigns started on September at Facebook & Google, in Greece and selected European regions.



TARGETED INVITATIONS SHIPPING

- At the same time, we communicated through **phone calls** with a large number of online stores (>9,500) to confirm their addresses, so that the hard copy invitations could be sent by post.
- Also, an invitation through e-mail was being sent to the executives that we were communicating with, that included detailed information about the event and a call to register for free and visit the ECDM Expo NORTH 2023.

TARGETED INVITATIONS SHIPPING

- Printed invitation ECDM Expo NORTH
~ 9.500 recipients

ΠΡΟΣΚΛΗΣΗ

E-COMMERCE & DIGITAL MARKETING EXPO NORTH | 11 & 12 ΦΕΒΡΟΥΑΡΙΟΥ 2023
ΒΕΛΛΙΔΕΙΟ ΣΥΝΕΔΡΙΑΚΟ ΚΕΝΤΡΟ
ΘΕΣΣΑΛΟΝΙΚΗ

Αγαπητή κυρία/κύριε,
Με ιδιαίτερη χαρά σας προσκαλούμε να επισκεφθείτε την Έκθεση & Συνέδριο **eCommerce & Digital Marketing Expo NORTH 2023** που θα πραγματοποιηθεί το **Σάββατο/Κυριακό 11 & 12 Φεβρουαρίου 2023** στο **Βελλίδειο Συνεδριακό Κέντρο**, στις εγκαταστάσεις της HELEXPO στη **Θεσσαλονίκη**.

Με την επίσκεψή σας στην έκθεση θα έχετε την ευκαιρία να γνωρίσετε από κοντά μερικές από τις κορυφαίες εταιρείες που παρέχουν υπηρεσίες για το Ηλεκτρονικό Εμπόριο και την Ψηφιακή Διαφήμιση.

Η είσοδος στην έκθεση είναι δωρεάν.
Απαιτείται μόνο εγγραφή στο www.north.ecdmexpo.com

Τι θα δείτε στην έκθεση
Εταιρείες κατασκευής ηλεκτρονικών καταστημάτων
Digital Agencies
Μεταφορικές εταιρείες (Courier)
Εταιρείες που ειδικεύονται στη διαφήμιση στο διαδίκτυο
Επιχειρήσεις που παρέχουν υπηρεσίες ηλεκτρονικών πληρωμών (online Payments) και όλες τις υπόλοιπες υπηρεσίες που συμβάλλουν στη βελτιστοποίηση των πωλήσεων ενός ηλεκτρονικού καταστήματος.

Στο πλαίσιο της διοργάνωσης πραγματοποιείται διήμερο διεθνές συνέδριο, με τη συμμετοχή κορυφαίων ομιλητών από την Ελλάδα και το εξωτερικό.
Η συμμετοχή στο συνέδριο έχει κόστος, ενώ για τα μέλη του GRECA υπάρχει έκπτωση.

Δείτε όλες τις πληροφορίες για τους εκθέτες, τους κορυφούς, το συνέδριο, πληροφορίες εγγραφής για τη δωρεάν επίσκεψή σας στην έκθεση και πολλά άλλα, στο: www.north.ecdmexpo.com

Ωράριο Έκθεσης
11:00-20:00
και τις δύο ημέρες

Main Sponsors
DHL, 3ps, ASTROLABS, reccodo, DUMAX, YEWXIT, Social_Mind, IpHost

Supporters
Under the Auspices: RELEVA, iab, ΣΕΠΕ, GRECA, 100%

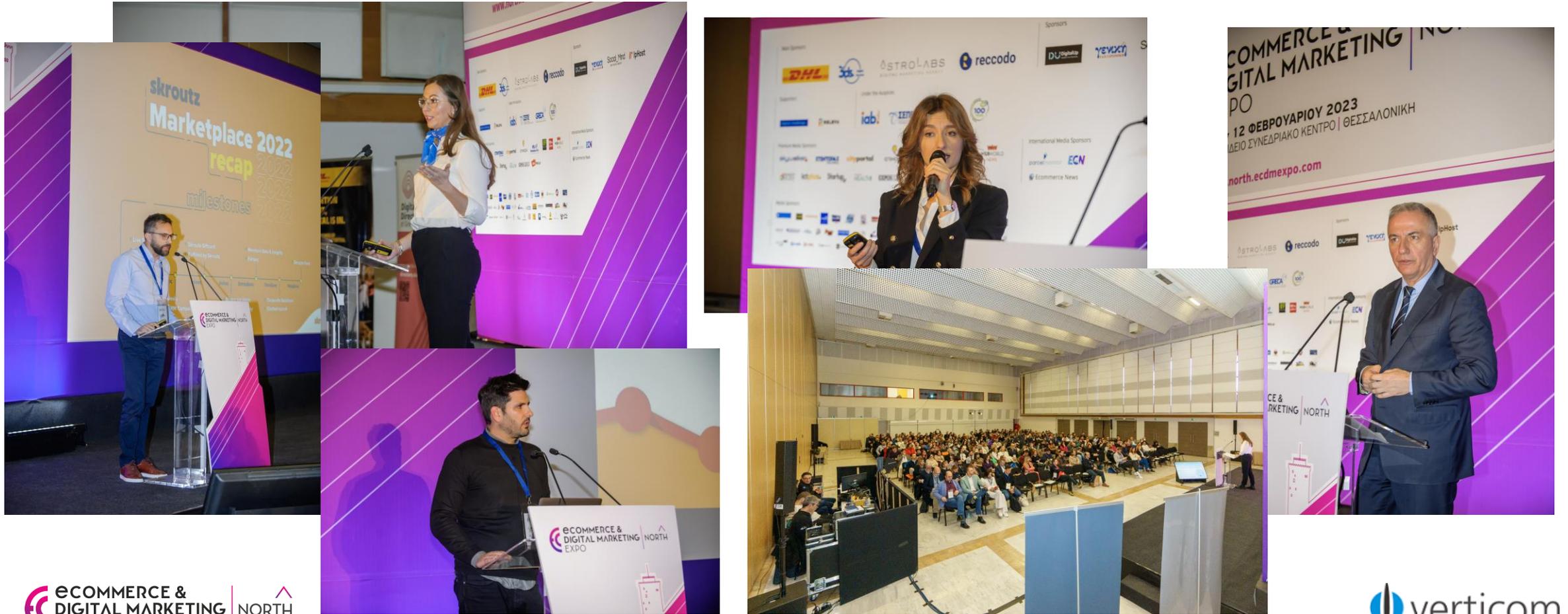
Premium Media Sponsors
eikem, Lika, ΣΤΗΝΟΡΑ, cityportal, Startup, EXPRES GREECE, WEBWORLD NEWS

Διοργάνωση: **verticom**
Ευροπλετών 23, 11854 Αθήνα, Τ 210 9245977
www.verticom.gr | www.north.ecdmexpo.com

INTERNATIONAL CONFERENCE

- As part of the event, a two-day conference was held, with the presence of speakers from **leading Greek and international companies**, such as **ATCOM, BOX NOW, EveryPay, Gregory's, HubSpot, Klarna, Leroy Merlin, SemRush** and **Skroutz**, who shared with the audience the latest trends in the E-Commerce and Digital Marketing ecosystems.
- The ECDM Expo NORTH 2023 international conference was honored by the presence of **Mr. Stavros Kalafatis, Deputy Minister of Interior for Macedonia and Thrace sector**, as well as **Mr. Dimitris Galamatis, General Secretary of Communication & Information of the Hellenic Republic**.

INTERNATIONAL CONFERENCE



AUSPICES – MEDIA SPONSORS

Under the auspices



Media Sponsors



International Media Sponsors



AUSPICES – MEDIA SPONSORS

Media Sponsors



ECDM EXPO SOUTHEASTERN EUROPE

- The next **eCommerce & Digital Marketing Expo** event, will be held in Athens.
- It is the **ECDM Expo Southeastern Europe 2023** is scheduled on **May 20 – 21, 2023** at Zappeion Venue.
- Discover more at www.ecdmexpo.com



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