

Certain | Event Data Strategy Best Practices

Attendee data collected before, during and after the event is key to truly personalized engagement with important customers and prospects.

Having the right tools and plan in place to navigate the data is crucial to building relationships and driving business results. Here are some best practices to help ensure that your event data strategy supports engagement and helps deliver measurable outcomes from your events.

4. EMPLOY A MOBILE EVENT APP

Utilize a mobile event app that allows you to personalize the attendee experience while also collecting info on how they are engaging with you while at the event. Look for features such as:

- ▶ Personalized agendas
- ▶ Push notifications tailored to individual attendees
- ▶ Capture data on mobile app downloads, survey responses via the app as well as social posts and session engagement

88%

of US Marketers see measurable results due to personalization--more than half report a lift greater than 10%

5. AUTOMATE AND ACT

Arm your sales and marketing teams to take action on data collected from your event in real-time.

With event automation, National Instruments has seen an 86% decrease in lead follow-up time and an 88% decrease in manual touches required to support events.

6. PLAN NEXT STEPS

Have a well-defined follow up strategy so no momentum is lost after the event.

Odds of leads becoming SQLs are 21 times greater when contacted within 5 mins.

7. FOLLOW-UP

Keep the conversation going after the event by following up with relevant, timely content based on the data you collected before, during and after the event.

3. GATHER INFO

Use registration and check-in as opportunities to ask additional questions from attendees to inform follow-up communications. Valuable info includes:

- ▶ Job title
- ▶ Product interests
- ▶ Session interests

2. SET CONDITIONS

Build conditional logic into your event registration form to capture additional information on your attendees and provide a personalized experience.

1. FORMULATE PLAN

Formulate plan for what data is important to capture at your event. Options include:

- ▶ Product and session interests
- ▶ Mobile app impressions or downloads
- ▶ Event survey results
- ▶ Booths visited

Personalization reduces acquisition costs as much as

50%

lifts revenues by 5-15% and increases the efficiency of marketing spend by 10-30%

Capturing event-based buying signals is critical to determining prospect and customer intent, which can improve subsequent communications and also personalize event experiences. But don't let your event data overwhelm you—put a plan into action that turns data into action and delivers measurable success from your events.

Put your data to work with Certain.

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