



Certain Signal: Event Data in Action

Certain Signal, Certain's premier event integration solution, simplifies what has been traditionally a complex task—setting up the right integrations to ensure that event data flows to the right technologies, triggering intelligent and personalized action.

Empower sales and marketing teams to take intelligent, real-time action on data captured before and during an event.

Pre-Event During the Event Post-Event

1 Registration

You are hosting a large roadshow event

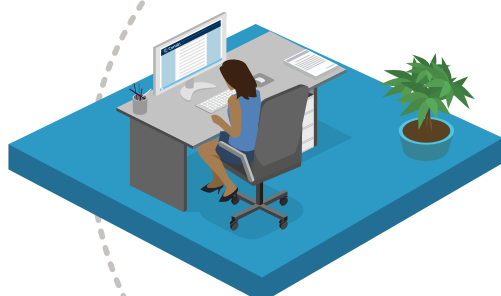
- ▶ Bob, a VP, registers for your event.
- ▶ Based on his attendee type, you've added conditional logic to display another question asking about his product interest.
- ▶ Bob notes **ABM**.
- ▶ Bob finishes registering for your event.



2 Build Integration Flow

This can be specific to an individual event or apply across multiple events.

- ▶ As Bob registers, Signal routes the data based on the integration flow you set up pre-event.
- ▶ Now registered, Bob is immediately added to a nurture campaign in your marketing automation (MA) platform specific to your **ABM** product.



3 Data transformation

As you build the flow you can modify or tag the data as it comes out of Certain. This allows you to do things like:

- ▶ Tag the product interest of the VP.
- ▶ Note the type of event they attended for segmentation and/or lead scoring.

4 Check-in

Fast forward to the day of the event:

- ▶ Bob checks in.
- ▶ Because you have set up the flows, Bob is sent an email inviting him to a VIP dinner, and your Sales rep is notified by Slack that he's checked in.
- ▶ Everything is pushed in real-time.



5 Session attendance

- ▶ Capture info on what sessions Bob's attending—send this information directly to your MA platform to enter him into another campaign based on session interest.
- ▶ Bob attends a session on **personalization practices in email...**
- ▶ Bob is put into a campaign to receive more information on **email personalization best practices**.
- ▶ You are providing Bob with relevant, valuable content based on how he engages with you at your conference.



6 Show Results

With the monitoring and governance available in Signal, you can:

- ▶ Ensure your data is being shared.
- ▶ Troubleshoot any potential issues or disruptions in service.
- ▶ Follow results of the campaign and really be enabled to take ownership of your event data.



How Certain Signal helps you connect events to results:

- ▶ Enables immediate action on leads to drive increased pipeline.
- ▶ Improves ability to offer relevant, timely content and offers to attendees.
- ▶ Increases efficiency through intuitive, easy-to-use interface — By automating much of the manual processes involved in events, National Instruments saw an **88% decrease** in process time required to support events.

Put your data to work. Create meaningful engagement with event attendees and drive more value and ROI.

LEARN MORE



Certain

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