

Certain's Award-Winning Event Mobile Engagement App

Personalized attendee journey • Interactive & engaging experience • Flexible, seamless interface

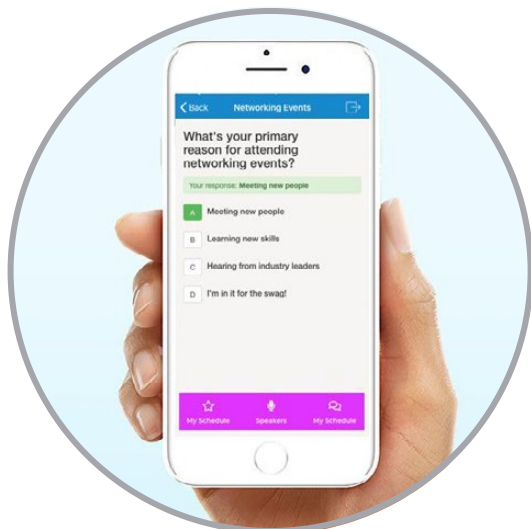
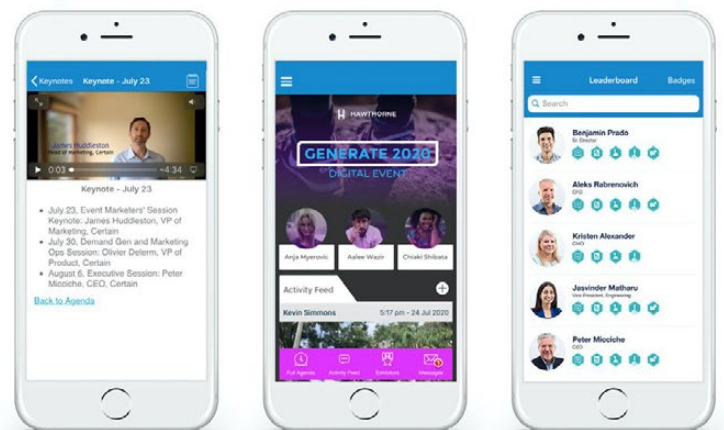
Whether your event is in-person or online, attendee engagement is the key to ensuring that your event truly stands out. Certain Touchpoint is your way of making meaningful, interactive connections with your attendees and gathering key data signals before, during and after an event.

Event App Creation

Flexible and easy to use

The home screen design tool allows you to create the layout you want and color theme options that align to your brand.

- ▶ Turn your vision into an event mobile app in minutes through our easy and intuitive interface
- ▶ Leverage our event expert guidance to gain advice on creating your perfect app
- ▶ Track attendees, develop an agenda, manage event communications and meetings all in one place



Attendee Engagement

Get your attendees interacting from the start

Design an engaging and interactive experience for your attendees. Then capture these rich attendee engagement insights to power your marketing and sales campaigns.

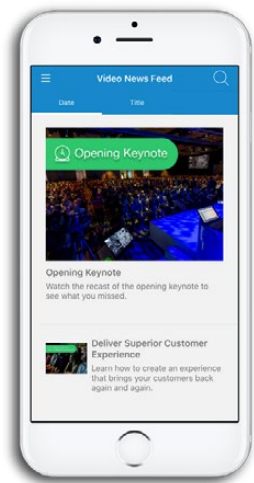
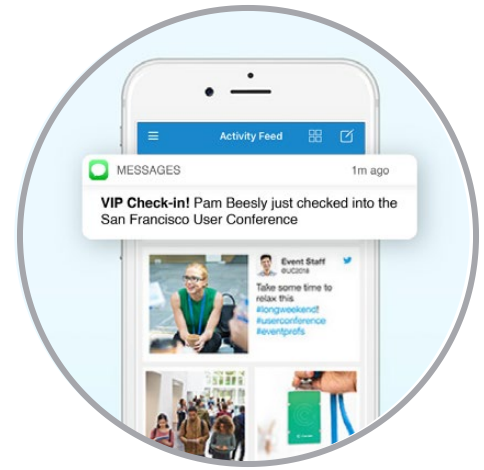
- ▶ Use push notifications to alert groups or individuals about session changes or other important news
- ▶ Enable attendee networking and engagement with live polling, in-app messaging, gamification, and an event activity feed
- ▶ Collect insights to personalize the experience and follow up

Event Follow Up

Enable personalized follow up

Use behavioral cues captured in the app to follow up with the right content at the right time.

- ▶ Collect intelligence on your attendees based on their mobile engagement behaviors
- ▶ Use that data to inform and trigger event follow up campaigns
Leverage real-time reporting to easily view how your attendees are engaging with you
- ▶ Empower sponsors and exhibitors to connect with attendees using lead capture



Key In-Person and Digital Event Features:

- ▶ **Personalization:** Display custom schedules, segment based on attendee type.
- ▶ **Customization:** Have complete control over your event app's look and feel.
- ▶ **Recommendations:** Send session and content tips based on attendee type and engagement.
- ▶ **Social Wall & Activity Feed:** Encourage peer networking and engagement.
- ▶ **Video Feed & Access:** Enable direct access to on-demand videos and keynotes.
- ▶ **Surveys & Polling:** Promote engagement and get immediate feedback on your event.
- ▶ **Gamification:** Make your event even more memorable with a little friendly competition.
- ▶ **Lead Retrieval:** Exhibitors can use the event app to scan attendee badges and capture leads.
- ▶ **Continuing Education:** Enable your attendees to view their earned credits in real-time.
- ▶ **Capacity Planning:** Keep events running smoothly—anticipate and prevent overflow.



Completely Secure

Certain Touchpoint undergoes an extensive security audit annually and can provide a SOC II report, making use of our secure event app that much easier



Reporting and Analytics

Gather data from live polls, surveys and attendee social engagement to better understand your attendees' needs and behaviors



Event Apps for Any Device

Choose the approach that makes sense for each event. Configure your app quickly and easily to display on any device.



Real-Time Integrations

Leverage the power of Certain's integrations and use the data you collect from Touchpoint to inform your marketing campaigns

Many of the world's leading brands rely on Certain Touchpoint to help deliver results from their events:

