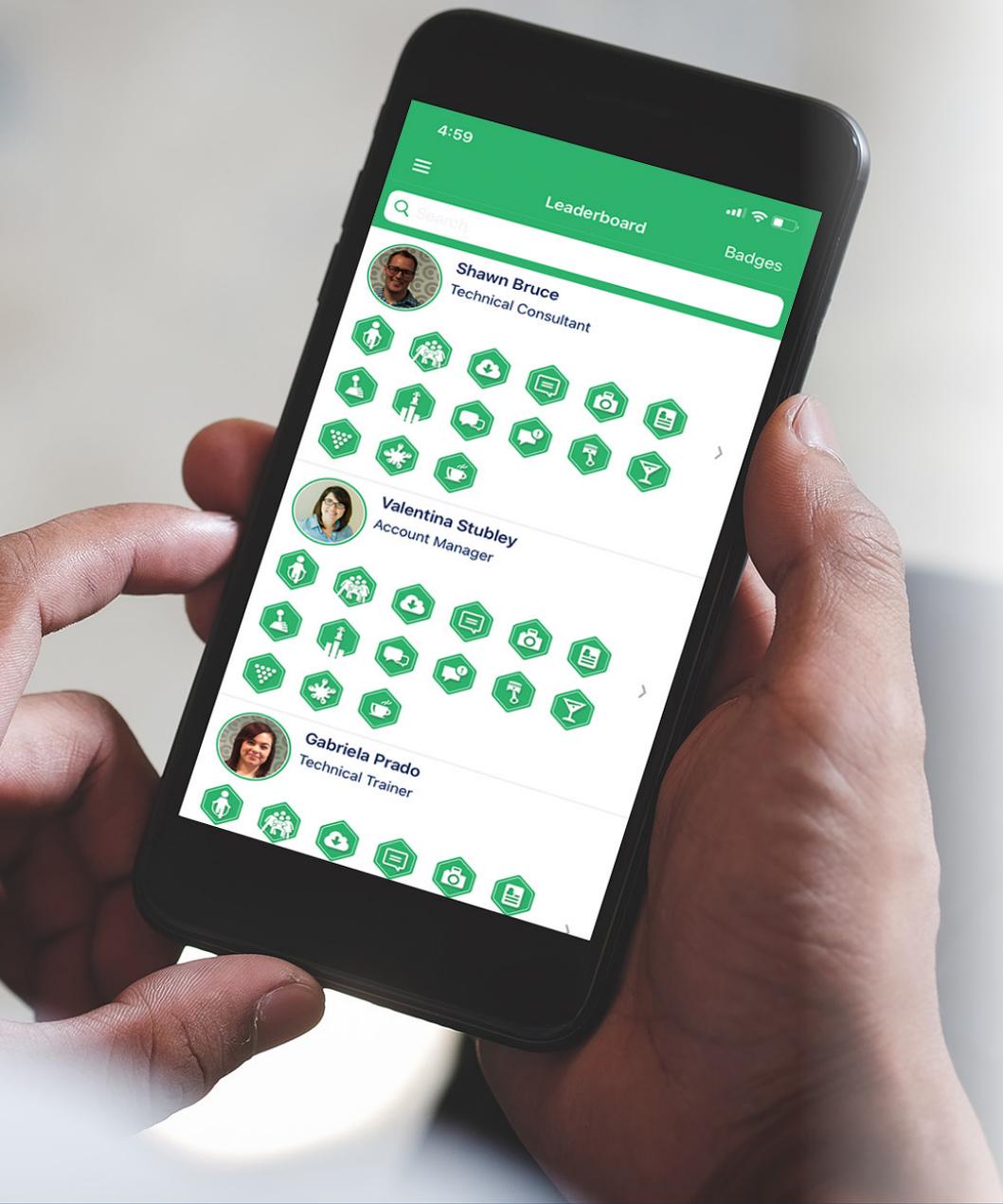




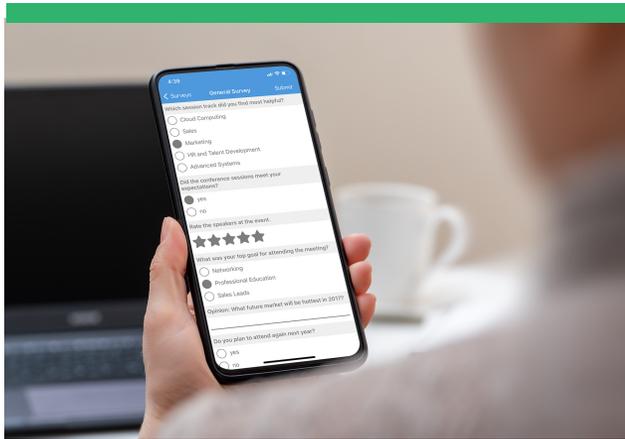
Certain Touchpoint Engagement App



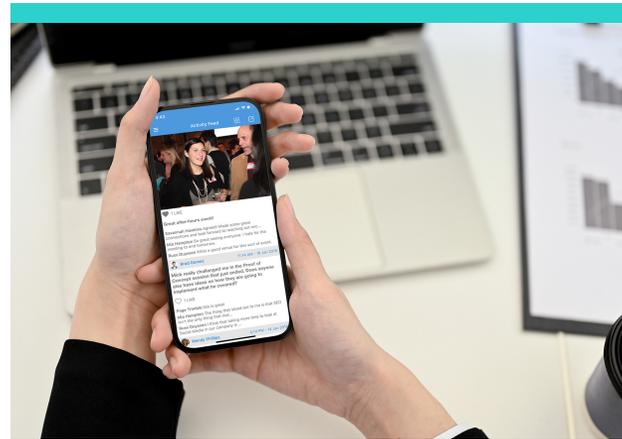


Whether you're hosting a virtual, in-person, or a hybrid event, **attendee engagement** is the key to your overall event success. Touchpoint is our award-winning engagement app that enables you to make continuous, meaningful, interactive connections with attendees across all your events—while gathering key engagement signals before, during, and after an event to help you deliver greater business outcomes.

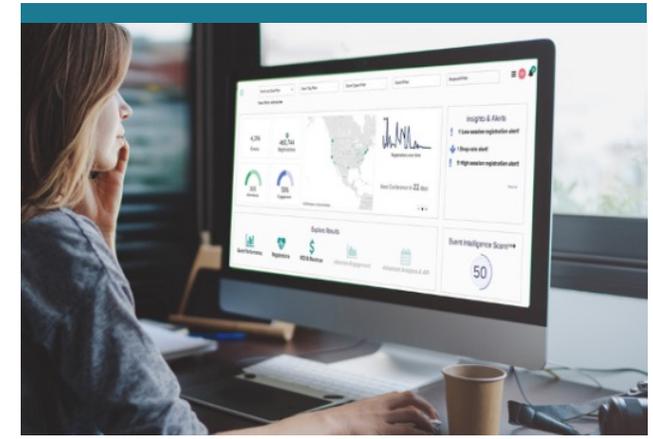
Why Certain Touchpoint?



Foster **greater opportunity for engagement** among global participants before, during, and after an event using live chat, polls, surveys, and follow-up emails to build deeper connections.

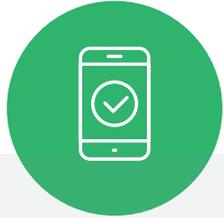


Use **behavioral cues** captured in the app to follow up with the right content at the right time. Collect intelligence on your attendees based on their mobile engagement behaviors.



Gain insight into your attendee engagement metrics and trigger well-informed follow-ups in real-time to impact ROI. Leverage real-time insights to see how your attendees are engaging with you.

Touchpoint Differentiators



Powerful Personalization

Touchpoint allows you to create unique & tailored experiences for your attendees. Increased personalization will help you deliver a more engaging attendee experience.



Flexibility & Customization

Touchpoint gives you the power to easily create a fully customized layout and theme that aligns completely to your brand and meets your unique event requirements.



Continuous Engagement

Touchpoint empowers you with meaningful, continuous engagement that keeps you connected with your attendees throughout your event lifecycle.



Insight & Event Intelligence

We help you gather, analyze & transform your engagement data into actionable insights to help you deliver greater business outcomes & ROI from your events.

Get More Done with an Integrated Engagement Hub



One App for Every Event Type, Size and Format

Experience the Power of Personalized Engagement



Enhance Networking

- Robust Participant Profiles
- Powerful Search/Sort/Filtering
- Messaging
- Lead Generation
- Activity Feed



Expand Communication

- Personalized Agendas
- Push Messaging
- Attached Presentations & Documents
- In-app Streaming Video
- Tailored Views Based on Participant Types



Share Learning

- Live Polling
- Surveys
- Pulse
- Discussion Board
- Photo Sharing
- Social Wall



Drive Participation

- Check-ins
- Gamification
- CE Credits
- Task lists
- Small Group / 1x1 Meetings

Know Your Attendees Better and Drive ROI



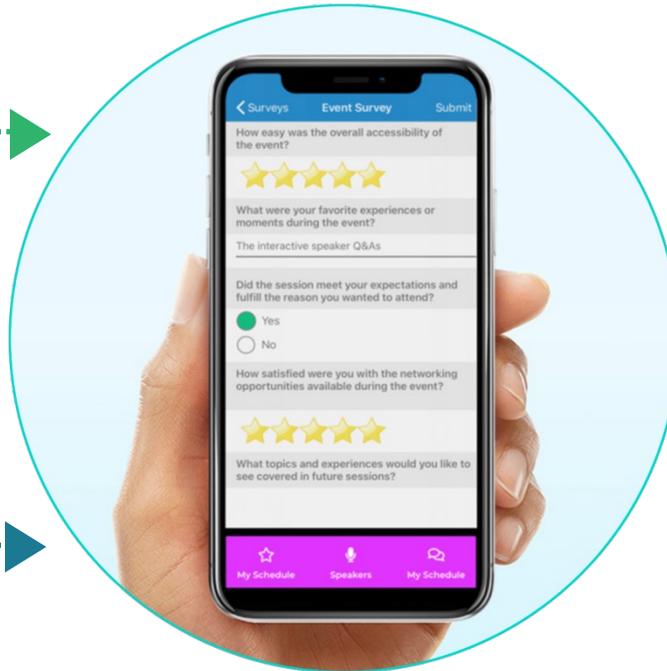
Crowdsourced Content



User Interests & Behaviors



User Responses



Intelligent
Follow Up

Experience the Power of Event Intelligence

- Gain insight into your attendee engagement metrics
- Measure the performance of all your events, at scale
- Stay on top of your attendee behaviors and interests
- Receive actionable insights and smart alerts in real-time
- Leverage recommendations and trends to optimize events



About Certain

Certain provides the leading intelligent enterprise event management solution that powers personalized event experiences and meaningful connections that deliver greater business outcomes and revenue. By seamlessly capturing and transforming event data into actionable insights at scale, Certain enables event professionals to integrate buying signals into other technologies in real-time. With Certain's proven SaaS-based technology, cross-functional event teams collaborate, streamline processes, and reduce costs while executing flawless events with operational excellence.

Leading brands rely on Certain to boost engagement and deliver greater business outcomes



Contact us today to see how Certain can help you drive better business outcomes from your events.

Contact Us