eBook

Event Strategies to Accelerate the Buyer Journey with Deep Insights

Table of Contents

Overview

In a time when every touchpoint of the attendee journey can be tracked and recorded, engagement data has emerged as the currency of choice for businesses seeking to unlock the full potential of their events. Recent surveys indicate a growing consensus among event professionals, with nearly 60% acknowledging the profound value of data in shaping event strategies and outcomes. By harnessing the power of technology to track attendance, engagement, and conversion metrics, marketers gain unprecedented insights into the true impact of their events.

Now, as marketers delve into the endless possibilities artificial intelligence (AI) offers to enhance their efforts, new advances in conversational AI are reshaping how extensive amounts of event data are interpreted and transformed. Intelligent event apps like Touchpoint Ignite are utilizing the power of AI and event intelligence (EI) to transform each attendee engagement point into rich buyer insights, saving marketers valuable time and effort while advancing business growth.

This eBook is designed to highlight the transformative roles of AI and EI in enhancing buyer engagement. Through an exploration of strategies and best practices, this eBook offers a roadmap for leveraging cutting-edge technologies to drive meaningful connections with event attendees. From capturing initial interest to nurturing long-term advocacy, we'll delve into the strategies and tactics necessary to cultivate loyal brand advocates at every stage of the buyer journey.

> "Audiences are made up of buyers, prospects, customers and other key stakeholders. Understanding what matters to your participants is key to driving greater business outcomes and revenue from events. Touchpoint Ignite enables AI-based intelligent insight to drive meaningful interactive connections, transform audience engagement and convert data into actionable insights."
>
> *– Peter Micciche, CEO of Certain*

1. Navigating the Landscape:
Event Data Challenges

The Sheer Volume of Raw Event Data

Recent studies by Forrester reveal a startling truth: 55% of marketers admit to falling short in fully leveraging zero and first-party data gleaned from their events. This statistic underscores an ongoing issue within the industry — despite the abundance of valuable data generated at events, many marketing professionals struggle to harness its full potential.

Before the Event

Build an effective attendee engagement data strategy to guide your sales & marketing efforts.

During the Event

Capture & foster greater attendee engagement using an insight-driven, AI-powered event app.

After the Event

Leverage conversational AI to transform your event data into insights.

The sheer volume of raw event data alone creates a distinct challenge, considerably so with the rise of virtual and hybrid events in recent years. Many enterprise organizations with global event programs find themselves struggling to gain consistency around event data due to absence of global standardization, siloed event data, and lack of resources or technology to navigate event data.

Customer Success Story

See how Red Hat standardized and automated event data across global regions to drive revenue from their global events.

"Certain has helped raise the bar on what we track, and we can now use event intelligence in a much broader way to improve both the marketing of events as well as the quality of event content."

– Lauren Hull, Global Marketing Technology Manager, Red Hat, Inc.

Read the Case Study

The Complexities of Data Interpretation

At the heart of the big data challenge lies the complexity of extracting actionable insights from vast quantities of event data. With the influx of information pouring in from various channels and touchpoints, businesses face a daunting task in deciphering meaningful patterns and trends. Duplicate and erroneous entries, inconsistent formats, and lack of predefined criteria diminish the quality and integrity of your event data, creating a greater obstacle than benefit for marketers.

Effectively handling and analyzing vast amounts of event data in a scalable and reliable way has never been more crucial. By embracing AI-driven technologies and leveraging advanced event intelligence platforms, marketers can transform raw data into actionable insights, paving the way for enhanced buyer engagement and more impactful event strategies.

Event Data Complexities: Not All Data is Created Equal

As we navigate the complexities of event data, it's important to discern between general attendee demographic data and meaningful buyer signals. Relying solely on registration data provides limited attendee insights, whereas engagement data tells a more compelling story – offering deeper understanding of audience preferences, behaviors, and engagement patterns.

By honing in on key metrics such as attendee engagement levels, content consumption, session interactions and feedback, marketers can gain deeper insights into buyer behavior and preferences, laying the foundation for more targeted and impactful event strategies.

Streamlining Event Data with Touchpoint Ignite

Currently, 19% of marketers manage 4–7 different event technology providers to meet their needs (Forrester, 2023). What if you could significantly reduce this number with a single event technology solution?

Touchpoint Ignite's AI-powered event intelligence capabilities enable marketing professionals to seamlessly capture insights and buying signals from all types of attendees, be they in-person or virtual — and share them across their enterprise technology stack to drive revenue and customer success.

By centralizing and harmonizing event data, organizations can:

- Access valuable buyer insights

- Identify behavioral trends

- Make data-driven decisions to enhance event planning, attendee experience, and overall event success

Touchpoint Ignite streamlines data orchestration by automating data workflows, providing real-time data updates, and robust reporting capabilities. This level of event data orchestration enables event organizers to have a holistic view of their events, understand attendee behavior and preferences, track performance metrics, and measure the impact of their events. Moreover, it helps in optimizing event strategies, improving event ROI, and delivering personalized and engaging experiences to attendees.

2. Reading Your Buyer's Mind:
Event Strategies for Truly Getting to Know Your Buyer

Tap into Engagement Data to Uncover Your Buyer's Story

For businesses and event professionals, the core value of events resides in the wealth of opportunities they offer to better understand buyers. Events offer no shortage of ways to engage your buyers, but again — it's what you do with your engagement data that determines long-term success.

Getting to know your buyer goes far beyond data collection. To truly read your buyer's mind, you don't need a crystal ball — you need event technology that can transform that data into a competitive edge for your business. What do we mean by this?

USING ENGAGEMENT DATA TO READ AND RESPOND TO YOUR BUYER

Let's say, you're a major software company sending daily emails featuring price-based "buy now" promotions, assuming recipients would open the email. You decide to take a more data-driven approach by analyzing two years of purchasing history. This comprehensive review would include factors like purchase frequency and the digital pathways that your customers followed, distinct buying patterns, etc. This level of insight will allow you to segment your customers a lot more effectively.

For example, rather than inundating new software owners with promotional content, they receive personalized messages educating them about the diverse features available or, going deeper — how similar customers are using the product for success. This tailored email cadence aligns more closely with individual customer preferences, leading to a reduction in spam tags and equipping the company

with invaluable insights into the impact of branding, education, and promotional efforts for each customer segment.

This underscores the growing importance of leveraging data and technology not only to identify the right audience, but also to pinpoint the right moments for engagement and targeting. Companies can build more profound connections with their customers, leading to long-term success.

Gain a Clear View of Buyers Throughout the Event Lifecycle

Understanding your buyer at every stage of an event is essential for creating meaningful and impactful experiences. By closely monitoring attendee behavior from registration to post-event activities, you can gather valuable insights into their preferences and engagement patterns. With the help of advanced analytics and feedback tools, you can customize content and interactions to meet their specific needs, providing a more personalized experience. This proactive approach not only enhances attendee satisfaction but also allows you to anticipate and take meaningful actions in real time. By maintaining this continuous connection, you foster deeper relationships and increase the likelihood of converting attendees into long-term customers.

With Touchpoint Ignite, event professionals can combine the power of event intelligence and conversational AI to streamline the capture and transformation of how even data is managed before, during, and after the event. With the right event data strategy in place, you can capture countless touchpoints – from the moment an attendee opens your email to registration, to downloading and engaging with the event app. You get to know a little bit more about your buyer at each touchpoint until you gain a clear understanding of who they are and what they are interested in.
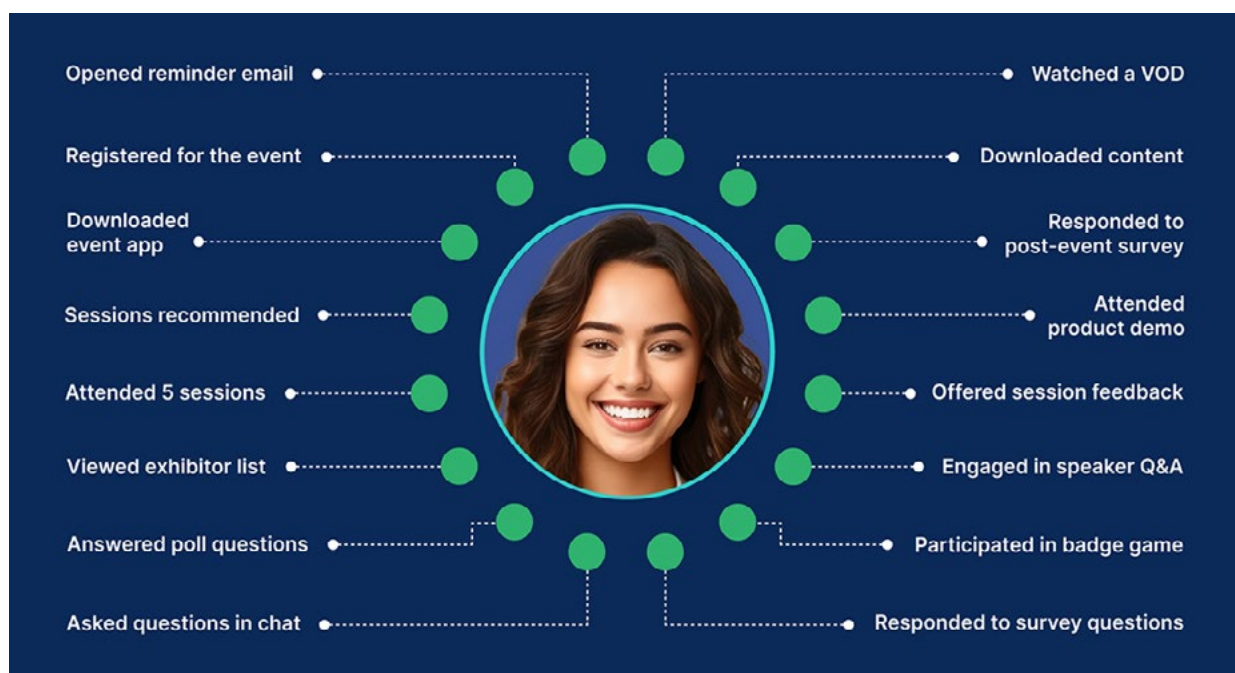
Now imagine capturing all that data not for one single attendee, but for all your attendees, and doing so at scale, so that you get to know your buyers across your entire event portfolio, on a global level.


When data is collected and analyzed on a global scale, it provides a more comprehensive understanding of diverse attendee groups. This enables you to gain much deeper insights into your buyer signals — gaining a macro-level view of your overall attendee base and identifying trends and patterns that recur across different events. With this level of insights, you can tailor marketing strategies, optimize event content, improve attendee experiences, and even guide the planning of future events. By making your events more data-driven, you'll continually improve the entire event experience

3. Revving Up Revenue & Results from Event:
Event Intelligence Strategies to Accelerate the Buyer Journey

Accelerating the buyer journey through marketing events involves creating strategic touchpoints that engage and move potential customers seamlessly through the sales funnel. By designing events that address the specific needs and pain points of your target audience, you can capture their interest and provide valuable insights that drive decision-making. Incorporating interactive elements like gamification, personalized content, and real-time engagement opportunities ensures that attendees remain actively involved and invested in the experience. Leveraging data from these interactions allows you to tailor follow-up communications and offers, further nurturing leads and expediting their progression toward a purchase. Ultimately, data-driven. marketing events not only generate immediate interest but also build lasting relationships that propel buyers toward faster conversions.
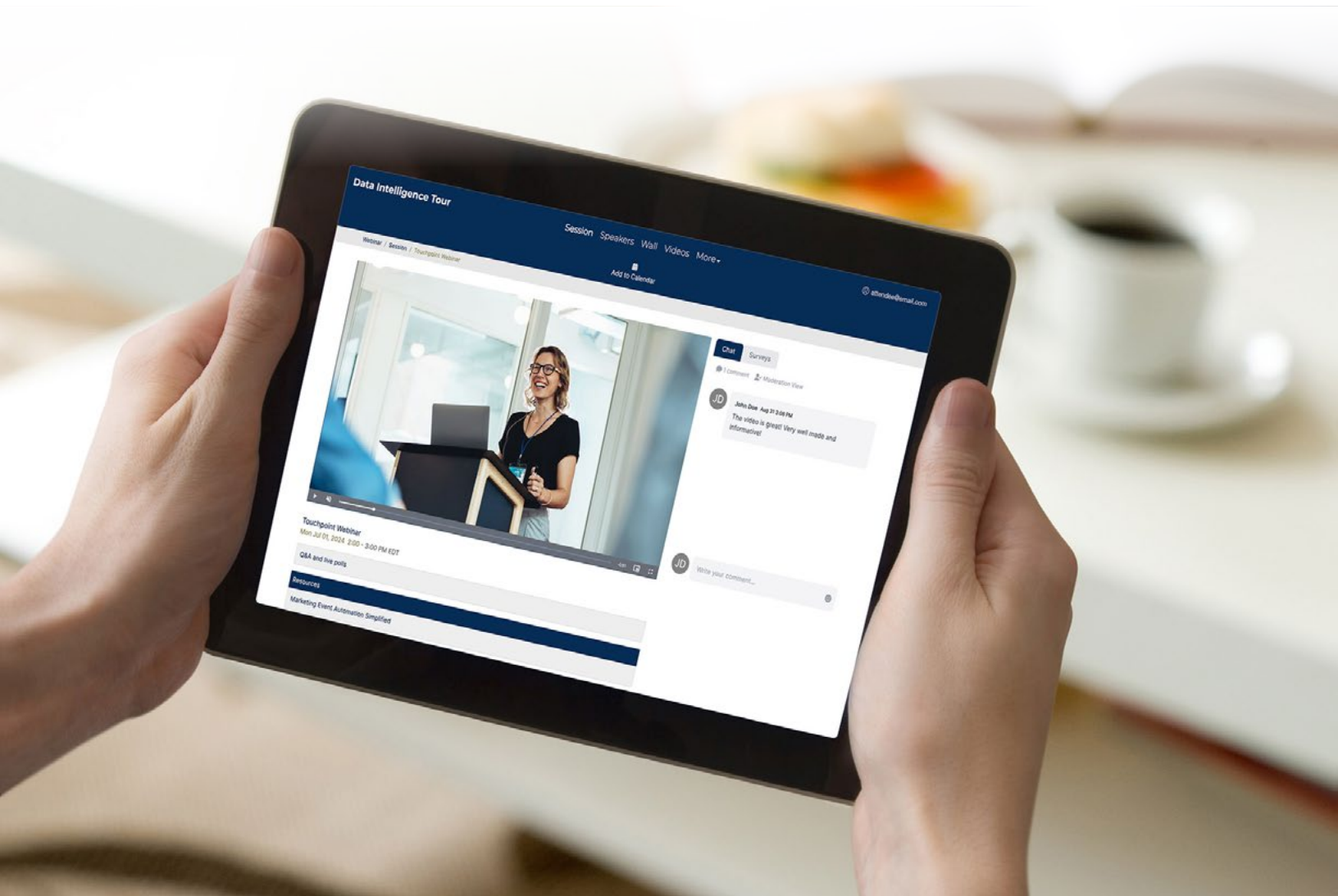
Leverage the Impact of an AI-Powered Conversational Interface

The emergence of AI-powered event apps marks a significant shift in how we engage attendees. Employing advanced technologies like conversational AI opens up new avenues for navigating event data, extracting meaningful insights, and optimizing event experiences.

Touchpoint Ignite's AI-powered conversational capabilities provide instant access to tailored attendee data analysis and reporting. With an intuitive conversational interface, users can pose questions to develop comprehensive attendee data reports within minutes, rather than waiting hours or days. The ability to pose questions in plain language and receive immediate results allows users to delve deeper into buyer insights.

For example, you can ask the AI interface event-specific questions such as:

| *When was the last time that we had an event about cloud security?* | *How many people came to that event?* | *Summarize the overall event* | *How can we improve this event next year?* |

And export data into:

Graphs and Reports

Executive Reports

Recommendations for Future Events

Using engagement data provided throughout the event cycle, Touchpoint Ignite's event intelligence engine interprets all the data that was tagged as feedback, including polls, surveys, questions, etc.

The capabilities of this powerful tool are endless. Users can use this interface to produce thorough, data-driven executive summaries, account-based insights, and strategic planning around event objectives, content, and beyond.
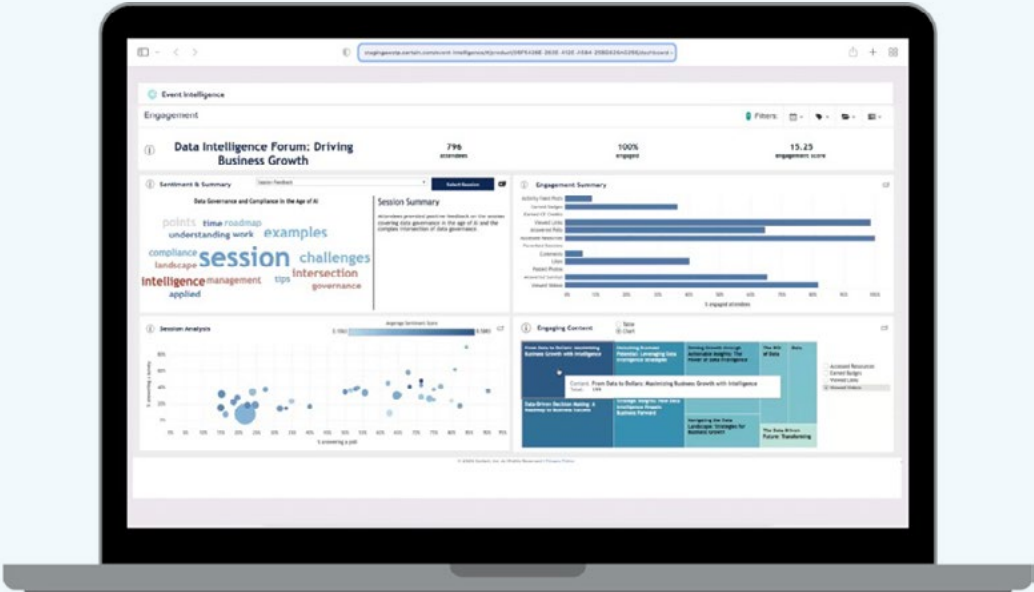
Measure Success &
Learn from Feedback

Having established your event goals and success metrics in the pre-event stage, you now have all the necessary data to paint a picture of how your event performed, and how it resonated with your audience.

Here are some of the ways you can best measure your event success with Touchpoint Ignite:

a. Feedback & Sentiment Analysis

With a dynamic view, Touchpoint Ignite generates an AI-powered summary that compiles and condenses attendee feedback, providing a comprehensive overview of attendee sentiments and topics discussed. This can be done both at the event and individual session-level, identifying trends and behaviors such as session popularity, key engagement metrics, detailed feedback, and attendee sentiment analysis – all derived from interactions within the event app.

Now, instead of having to review several hundreds of surveys to identify overall trends, users can access that info within a single click, saving hours, if not days of effort.

b. Content Analysis

Understanding how attendees engage with your content is essential to your event strategy. Events, like all marketing channels, rely on the effectiveness of your content, so measuring the success of how people engage with that content is not just helpful, it's mandatory – particularly when it comes to planning for your next event.

Let's say want to justify expanding your video budget for the year ahead. Through Touchpoint Ignite's engagement summary section you can see, for example:

- Which videos were viewed during the last event?
- What specific videos were viewed the most and least?
- What percentage of participants viewed at least one video?

As a result, event organizers can assess the effectiveness of their video content to help with future content planning.

c. Session Analysis

Gaining deeper insights into specific sessions within an event is essential to understanding which sessions resonated best with your audience. Touchpoint Ignite's session analysis dashboard offers you both a macro and micro visualization to easily answer questions such as:

- Which sessions were your most and least engaging?
- Which session had the most participants?
- Which sessions had the most and least positive feedback?

This level of insight into each session not only provides strategic direction for future planning but also informs direct, personalized communication with attendees based on a deeper understanding of their session feedback.

Conclusion

Leveraging AI-driven event intelligence strategies is proving essential for both optimizing event experiences and accelerating your buyer journey from attendee to advocate.

In the ever-evolving landscape of event marketing, Touchpoint Ignite remains a trusted partner, providing innovative solutions to unlock buyer insights and drive success. With AI-powered conversational interfaces and real-time actionable insights, marketers can tap into the full potential of their events, creating meaningful experiences that resonate with attendees and drive tangible results.

Transform your attendees to advocates with the power of AI and event intelligence combined.

> "Touchpoint Ignite is a game changer for the event industry. We're excited to bring the benefits of AI to our customers and help them learn from engagement at their events to deliver better outcomes for attendees, sponsors and exhibitors alike."
>
> *– Christina Rasco, CEO of Attendee Management*

To support your future in-person and hybrid events, Certain Event Management offers a unified, branded, and scalable attendee experience throughout your event planning, registration, and execution cycle. Certain's AI-powered event intelligence capabilities enable marketing professionals to seamlessly capture insights and buying signals from all types of attendees, be they in-person or virtual -- and share them across their enterprise technology stack to drive revenue and customer success.

Learn More

Whitepaper

What's Next in Event Intelligence

DOWNLOAD WHITEPAPER

Guide

The Powerful Impact of In-Person Experiences on Event ROI

VIEW GUIDE

Infographic

How Marketing Events are Changing

DOWNLOAD INFOGRAPHIC

How can we help with your next event?
Schedule a demo to find out!

SCHEDULE A DEMO

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. Our digital event solution allows event marketers and planners to better capture insights and buying signals from all attendees-in-person or virtual- and share them across the enterprise technology stack to drive revenue and customer success.

Certain

info@certain.com | www.certain.com | 1.888.237.8246