



eBook

The Ultimate Guide to Event Buying Signals

How AI Is Turning Audience Insights into Revenue



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Introduction: The new frontier of event marketing

In today's age of AI-driven marketing, marketers are under increasing pressure to deliver measurable results from events. Gone are the days when attendance alone defines success; now, it's about driving impactful, data-backed interactions that lead to pipeline and revenue growth.

Yet, many marketers struggle to decode buyer intent using outdated tools. Forrester reports that **55%** of marketers fail to unlock the full potential of first-party data, highlighting the need for a smarter approach.

AI adoption in B2B events is just getting started, with **87%** of marketers still in the learning phase. However, **most believe** AI will fundamentally reshape event planning and execution within the next two years.

This is where AI-powered insights and engagement data come in. Through intelligent data capture and analysis, AI can interpret hidden buying signals from attendee actions like session attendance, Q&A participation, and content downloads. This wealth of engagement data is a rich resource for AI to convert insight into prized first-party intent data, converting it into sales actions to accelerate buyer journeys in real time.

The path to success involves leveraging these signals to achieve:

- **Personalization at scale:** Cater to thousands of attendees as individuals with unique preferences and needs.
- **Real-time responsiveness:** Act on opportunities in the moment, not days later.
- **Data-driven decisions:** Take the guesswork out of resource allocation and align content assets with the greatest opportunity.
- **Measurable ROI:** Finally, prove the true value of your events to the C-suite.

By embracing AI, marketers can build meaningful connections, ensure success, and avoid the pitfalls of missed opportunities. This transformation turns event marketers into strategic growth drivers, leading the way for B2B event success and beyond.

This guide lays out the roadmap, equipping you with the tools and strategies needed to harness the power of buying signals.

1. Event goal setting: Transform your events into buyer blueprints

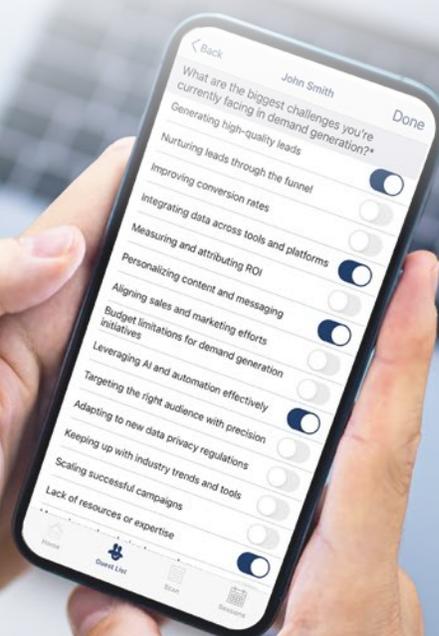


Think of every event you host as a blueprint guiding potential buyers through their journey with your brand. Setting clear, strategic goals for each event transforms it from a one-time experience into a purposeful part of your sales funnel, aligning with your broader marketing and sales objectives. Whether you're aiming to generate new leads or close sales, goal-setting is the key to turning your events into powerful tools that build connections and drive growth.

Event goals: The unifying thread across every part of the organization

For B2B event success, define objectives with every key stakeholder to connect back to the host's event agenda and purpose and contribute to overall business outcomes. Each department views events through a unique lens; for marketers, aligning these perspectives ensures events address cross-functional goals and deliver measurable results that resonate company-wide. **When every team sees how their objectives integrate with the event, it promotes greater support and accountability.**

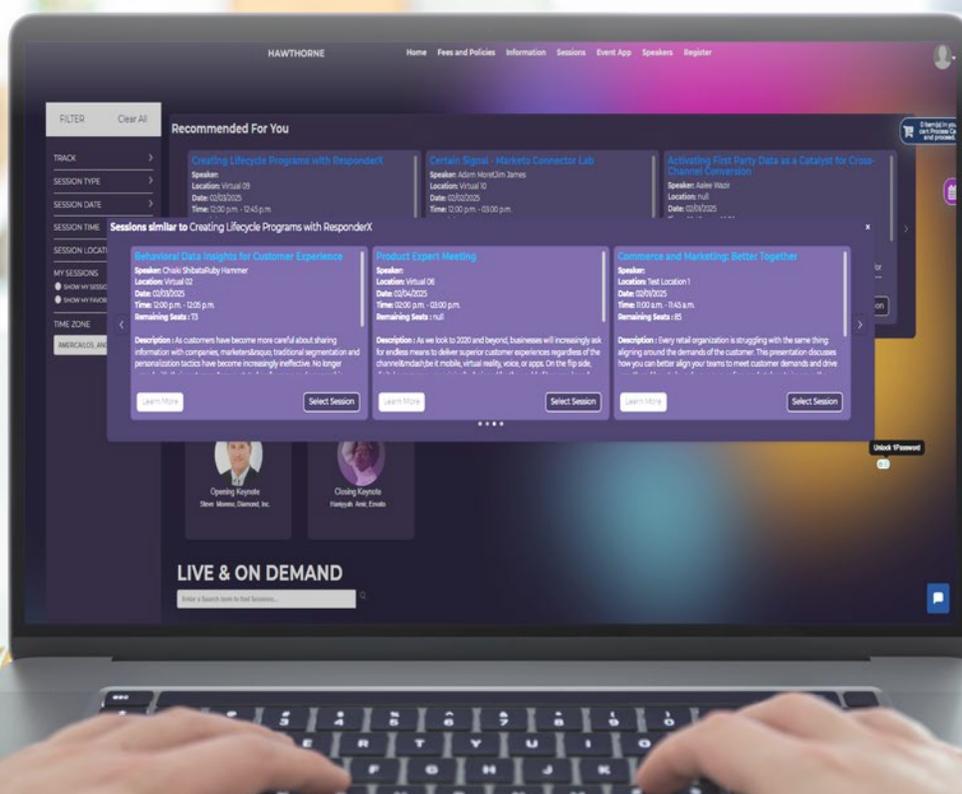
Gathering these insights early allows you to tailor engagement strategies for each team, demonstrating the unique value of the event for each internal objective.



Beyond the event: Optimizing results across programs

To get the most out of a large portfolio of events, companies can develop an AI-based strategy that standardizes data collection and goal setting across all events. Utilizing AI and automation to streamline data collection allows for faster, higher quality data aggregation. **Scalable models and blueprints can be applied across events, creating a consistent approach to manage data.** Future events strategies and plans can be refined based on actionable, measurable insights.

When all stakeholders have clear, data-aligned goals, events transform into strategic contributions that take advantage of buyer interest, making every event an opportunity to deliver solutions that align with buyer interest, sentiment and intent.



Measuring event goals at every funnel stage

Examples of how to measure your event goals throughout the funnel:

Top of Funnel: Awareness & Reach

Goals

- Increase brand awareness.
- Drive new audience acquisition.
- Build thought leadership.

Measurements

- **Event Attendance:** Total registrations, live attendees vs. registrants, and attendance rate.
- **Audience Growth Metrics:** Number of new leads or net-new contacts added to CRM.
- **Content Engagement:** Social media impressions, mentions, shares, and engagement rate.
- **Brand Sentiment:** Pre- and post-event surveys to measure changes in brand perception.

Middle of Funnel: Engagement & Consideration

Goals

- Deepen audience engagement.
- Educate prospects about solutions and offerings.
- Qualify leads further.

Measurements

- **Session Interactivity:** Poll responses, Q&A participation, and session attendance rates.
- **Content Consumption:** Time spent viewing on-demand content or live sessions.
- **Lead Scoring Metrics:** Engagement signals such as downloads of gated assets, demo requests, or webinar participation.
- **Attendee Feedback:** Net Promoter Score (NPS) or qualitative ratings on session relevance and value.

Bottom of Funnel: Conversion & Decision

Goals

- Accelerate deal velocity.
- Influence pipeline and close deals.
- Strengthen buyer relationships.

Measurements

- **Pipeline Influence:** Revenue influenced, new opportunities created, or pipeline progression tied to event participation.
- **Deal Acceleration Metrics:** Reduction in sales cycle time for event attendees vs. non-attendees.
- **Account Engagement:** Number of key decision-makers attending, meetings booked, and follow-up actions taken.
- **ROI Metrics:** Cost per lead (CPL), cost per opportunity (CPO), and cost per closed deal (CPCD) for the event.

Post-Funnel: Retention & Advocacy

Goals

- Build customer loyalty and retention.
- Encourage customer advocacy and referrals.

Measurements

- **Retention Metrics:** Churn rate reduction or renewal rates influenced by customer-focused events.
- **Advocacy Signals:** Number of customer testimonials, case studies, or referrals generated.
- **Community Engagement:** Participation in user groups, forums, or customer panels post-event.
- **Upsell Opportunities:** Revenue generated from upsell or cross-sell opportunities among attendees.

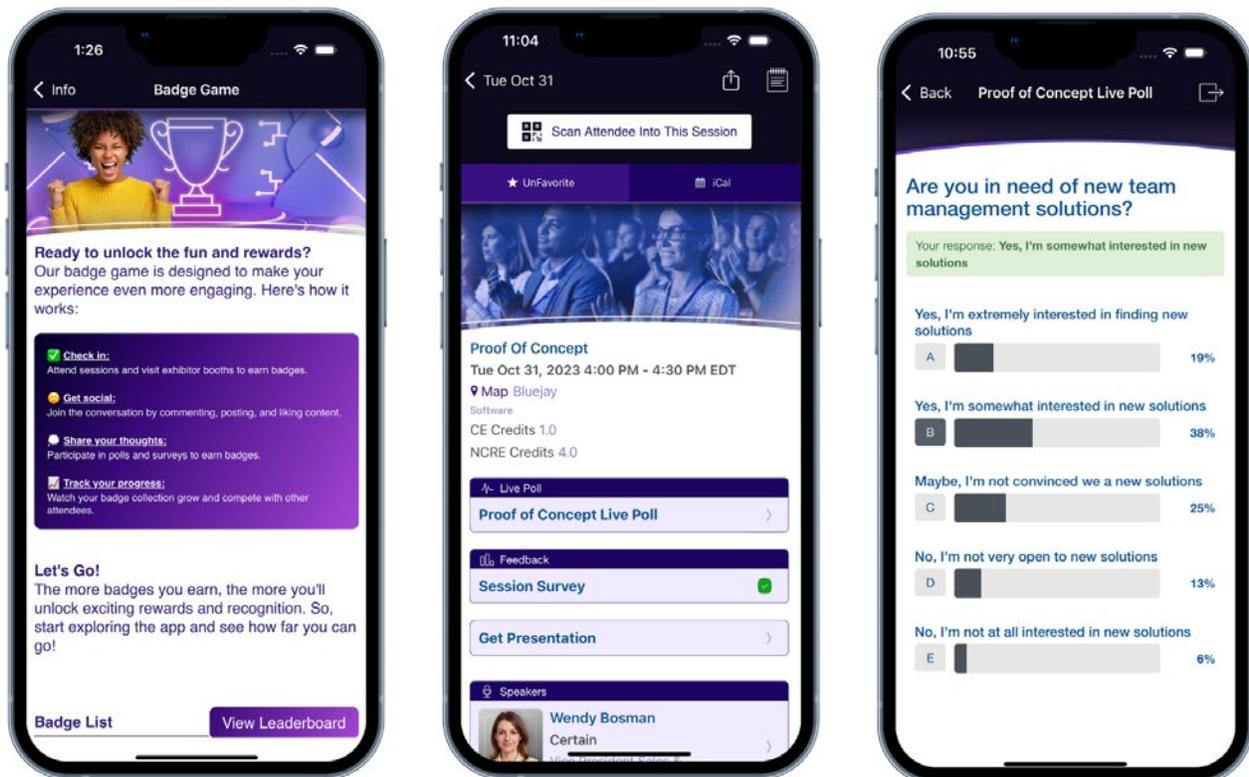
2. Transforming engagement data into buying signals



Know exactly what your event attendees are thinking and doing in real time. That's the magic of signals — the digital breadcrumbs that attendees leave behind as they interact with your entire event cycle. From registration choices to session attendance, every action is a signal to be captured and leveraged.

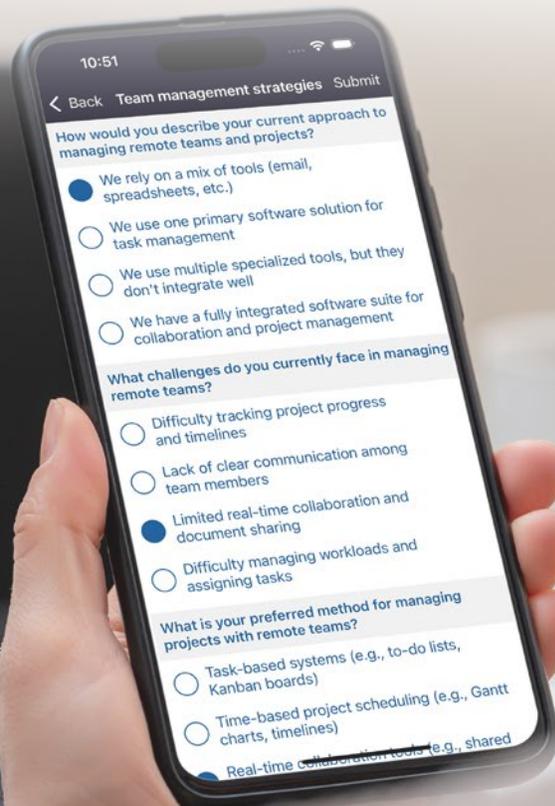
What is engagement data and why it matters

Driving and collecting engagement data throughout the event cycle is essential for effective event marketing. This data—collected from attendee interactions like **polls, surveys, gamification, session participation, and content downloads** — lays the foundation for uncovering potential business opportunities by revealing audience intent and interest areas.



In 2024, more than 20% of event professionals [reported](#) challenges ensuring audience engagement, highlighting the importance of leveraging an [event app](#) that promotes and captures attendee engagement.

Engagement data capture rates [have surged](#) with the advance of mobile event apps, both native and web-based. The ability to capture real-time data through these apps ensures that critical attendee engagement data is documented, enabling event organizers to track behavioral trends and buyer intent more effectively. Certain's intelligent event app, [Touchpoint Ignite](#), utilizes AI to then transform that data into valuable buyer insights for teams to act on.



From data to insights: Understanding buying signals

What are event buying signals?

Event buying signals are attendee behaviors that indicate interest in a product or service, helping marketers identify potential leads. These signals—tracked via engagement throughout the event cycle — reveal which attendees are most likely to purchase, allowing event teams to focus on high-potential prospects.

Types of buying signals

Recognizing and understanding the different types of buying signals will help identify when and how to take action.



Implicit signals

Less direct, early-stage engagement (session attendance, downloading content, etc.). These actions suggest interest and help identify potential leads that require further nurturing. These signals often reflect key challenges and pain points, such as a lack of understanding about the product, interest in specific features, or struggles with a current solution, all of which can be used to tailor follow-up actions and offer relevant solutions that move the lead through the sales funnel.



Explicit signals

Direct actions like product inquiries or signing up for demos. These are clear indicators of intent, and include:

- **Pipeline signals:** Concrete steps towards purchase (requesting product demos, detailed discussions about features, interest in solving pain points that product addresses) indicate leads moving through the sales funnel.
- **Readiness signals:** Final-decision stage indicators (budget discussions, implementation inquiries, customer case studies interest) highlight leads ready for closing.
- **Barrier signals:** Potential roadblocks (concerns about pricing, integrations, timeline) help identify the need for support or information necessary to move a lead forward.

Identifying Attendee Interactions that Indicate Buyer Intent

Examples of common actions indicating intent include:

Participating in targeted breakout sessions related to product solutions or key painpoints they address.

Interacting frequently with booth representatives at events.

Requesting detailed information on products via Q&A sessions or one-on-one meetings.

Downloading content signaling interest in specific

Requesting pricing on products and services they have learned about in sessions and demonstrations.

Attending sessions revealing which products or services they are curious about.

Offering survey feedback with insight into satisfaction and areas of need.

Tracking these behaviors ensures marketers identify and follow up with the right attendees, optimizing their event strategy for greater conversions.

What is **Not** a Buying Signal?

Not all engagement reflects buying intent. Interactions like **casual social media activity** (e.g., sharing booth photos), **event check-ins** without further involvement, or **passive content consumption** (such as watching keynotes or browsing agendas) typically don't indicate readiness to buy.



3. Leveraging AI to unlock event buying signals



AI and its transformative role in event data analysis

AI has become an indispensable tool in event marketing by offering immediate, advanced analytics to transform raw data into actionable insights. To tackle the vast amount of data generated during events, AI automates analyzing attendee behavior by continuously tracking attendee interactions.

AI-powered platforms can instantly process this data, giving marketers deep, real-time insights into engagement patterns. As a result, marketers can:

- Qualify leads and predict buying intent more accurately
- Detect behavioral patterns and adjust event strategies dynamically
- Act on buying signals as they emerge
- Improve engagement and lead quality



TIP: event data orchestration

To transform raw event data into quality, actionable insights, great event marketers implement a streamlined process of data orchestration. This involves capturing, cleaning, analyzing, and applying data in a way that leaves no valuable insight behind and making data available to the processes and systems that will create marketing leverage. [Read this blog](#) to learn more.



AI-powered tools that capture and analyze buying signals

Modern AI-powered event technology like Certain's [Touchpoint Ignite](#) allows event marketers immediate access to rich buyer insights within a single platform. Key capabilities that event marketers should look out for include:

> **Conversational AI for attendee insights**

Conversational AI interfaces act as a friendly, virtual assistant, delivering instant insights and actionable data. AI-powered solutions can answer questions, allowing event organizers to capture implicit buying signals to gauge interest while offering a seamless attendee experience.

> **AI-driven session recommendations**

[AI-powered solutions](#) analyze attendee behavior to suggest relevant sessions or activities based on interests, improving engagement. By offering personalized session recommendations, AI-driven applications increase participation in targeted or promoted content and reveal further buying signals through attendee choices.



> Strategic planning with conversational AI

With **Touchpoint Ignite's** AI-powered conversational capabilities, users can access attendee data analysis and real-time reporting. The platform's intuitive conversational interface allows users to ask questions in plain language and receive immediate, tailored responses. This enables event teams to create detailed reports in minutes — insights that might otherwise take days to compile.

For example, users can pose prompts like:

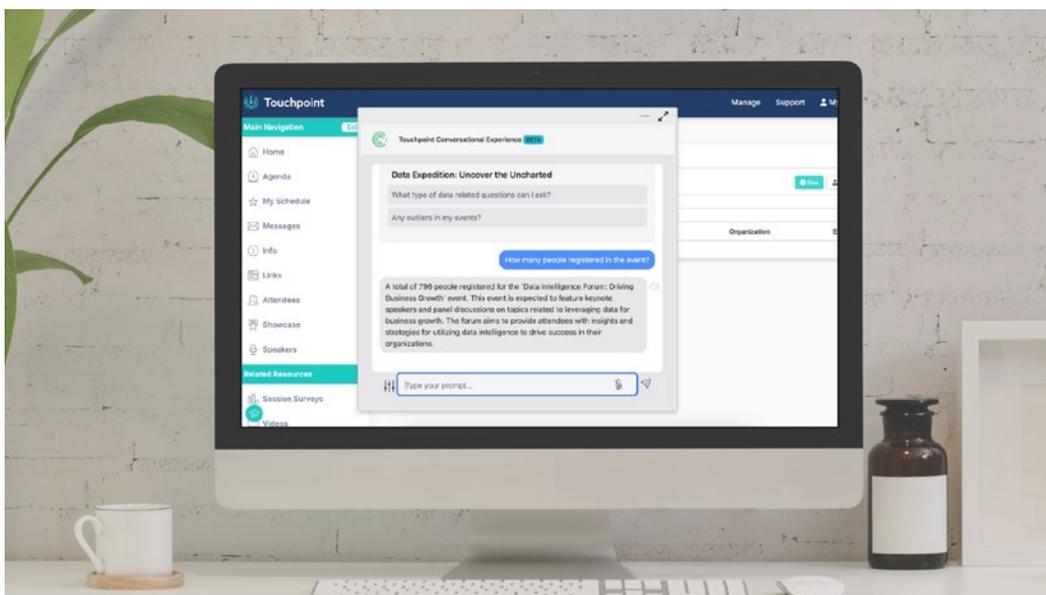
Produce an executive summary for the *Data Intelligence* Event.

What booth had the most engagement from executives?

Based on overall event feedback, what do you suggest we improve for our next conference?

I'm targeting marketing executives, does that change this suggestion?

This immediate insight into attendee preferences and sentiments informs strategic decisions for future events.



Touchpoint Ignite: An intelligent event app to reveal deeper insights into your attendees



[Touchpoint Ignite's](#) real-time, AI-driven reporting enhances strategic planning by delivering buyer insights directly to event professionals. This equips them with the data to optimize content, engagement strategies, and follow-up approaches for high-priority attendee segments.



4. Turning insights into action: Optimizing the sales pipeline



Turning event insights into sales actions is key to maximizing the value of each lead. With powerful buying signals in hand, marketers can ensure every interaction counts, and that high-value prospects move seamlessly through the buyer journey.

Using buying signals to enhance lead scoring and prioritization

Buying signals are essential for refining lead scoring and prioritization. By using AI-driven tools to assess attendee engagement in real time, marketers can assign higher scores to leads that meet specific engagement-based criteria. This approach ensures that leads with the strongest interest are prioritized for follow-up.

Accelerating the buyer journey: Leveraging first-party intent data and real-time event engagement

Passing all curated first-party intent data to your martech stack for lead prioritization and next-best action is essential, but there's an added advantage in leveraging this data in real time at the event to accelerate the buyer journey. By bypassing the martech platform and using tools like [Certain Signal](#), you can immediately act on intent data during the event itself. This allows your team to quickly identify high-intent leads and engage them with tailored, instant next steps, such as personalized conversations or content.

With Signal, you can seamlessly bridge the gap between event interactions and the next action in the sales process, ensuring that every moment at the event drives the lead closer to conversion. This approach enhances the attendee experience while speeding up the decision-making process, ultimately shortening the sales cycle and increasing the likelihood of a successful outcome.

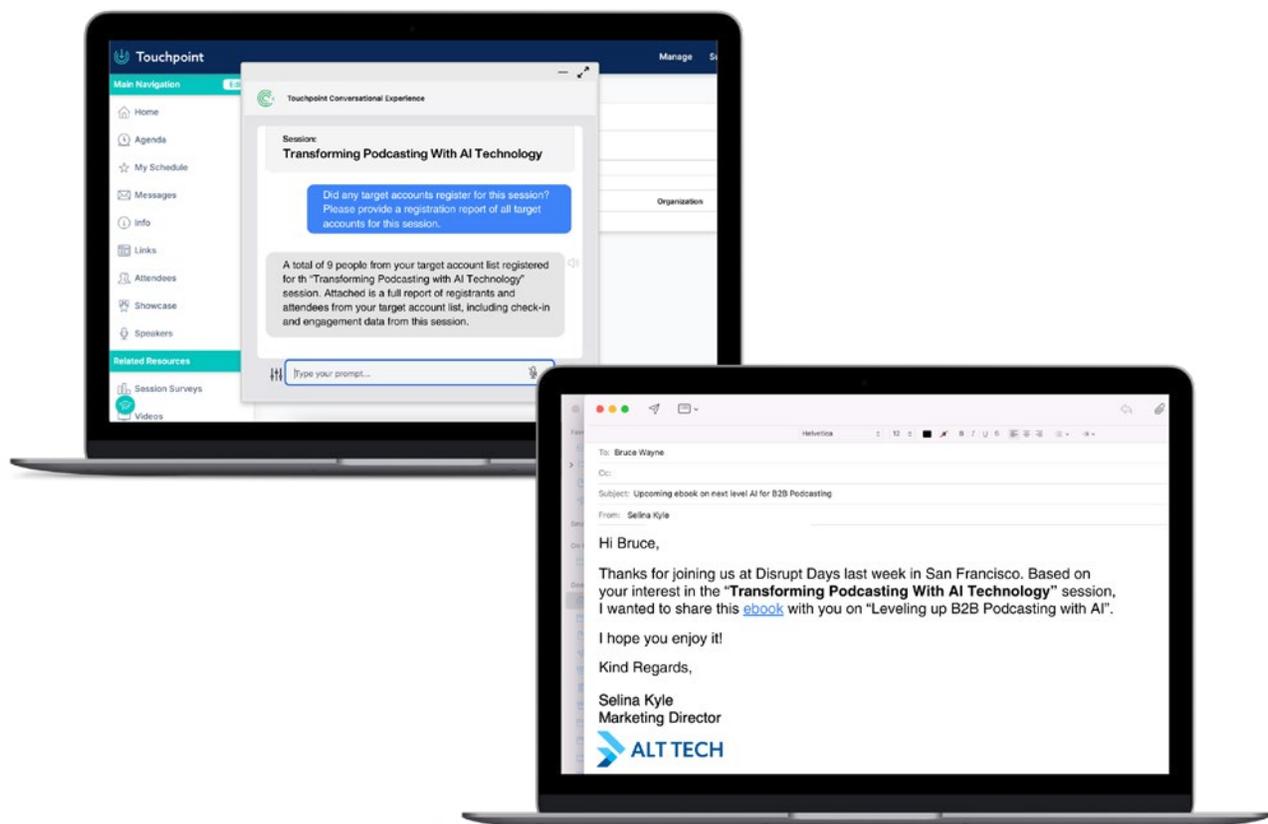
Personalizing follow-up strategies based on engagement data

Personalized marketing benefits foster customer loyalty, driving higher conversions, and maximizing overall marketing effectiveness..

Using engagement data, AI can automate personalization by segmenting attendees based on their behaviors and delivering tailored email sequences, product recommendations, or exclusive offers.

For example:

- An attendee who attended a product-focused session receives follow-up content related to that product.
- An attendee who engaged in a Q&A session is offered a one-on-one consultation on the topic in question.



Use cases: improving sales and marketing strategies with buying signals and event engagement data

Organizations can boost ROI by using event buying signals in their marketing and sales strategies. Here are some examples:

Taking real-time action during the event

A healthcare organization uses real-time event data to uncover buying signals during live events. On the first morning of a conference, they detect a high priority attendee engaging with a product demo and downloading related content. Marketing notifies the assigned account executive, who then schedules a 1:1 meeting and extends an invitation to a private workshop. Before the prospect leaves the venue, personalized communication and engagement solidify interest, accelerating their journey through the sales pipeline. This proactive approach ensures no opportunity is missed.

Accelerating sales cycles

A technology company leverages [Certain's platform](#) to track attendee behaviors like session attendance, session engagement and content downloads. By using AI-driven lead scoring, they prioritize follow-up for attendees with strong buying intent, enabling the sales team to focus on high-priority leads. This targeted approach shortens the sales cycle, increases conversions, and maximizes ROI.

Boosting lead nurturing effectiveness and enhancing conversion rates

A financial services organization integrates event data into Salesforce to monitor engagement at events. By analyzing interactions like product demos and Q&A participation, they assign lead scores and prioritize engaged attendees, improving conversion rates and reducing marketing costs.

These use cases illustrate how leveraging buying signals and targeted follow-ups can deliver significant ROI, positioning events as valuable assets for long-term growth and revenue.

The Signal-Based Event Management Ecosystem

- **Event Management Platforms:** Serving as the operational hub, platforms like Certain capture critical engagement data. Registration forms reveal initial interest, mobile apps track real-time engagement, and attendee tracking highlights high-interest areas, enhancing future planning.
- **Event Data Orchestration:** turn buying signals into instant actions by leveraging an event-specific data orchestration solution like Certain Signal to interpret and take action based on event data and buying signals.
- **Marketing Automation:** Tools like HubSpot or Adobe Marketo turn signals into action, enabling instant, tailored follow-ups based on attendee engagement patterns.
- **CRM Integration:** CRM systems like Salesforce transform signals into customer insights, enriching profiles and empowering sales teams with targeted follow-up data.
- **Analytics and Event Intelligence:** Solutions like Certain Event Intelligence decode event performance, tracking ROI and identifying strategic trends for continual improvement.

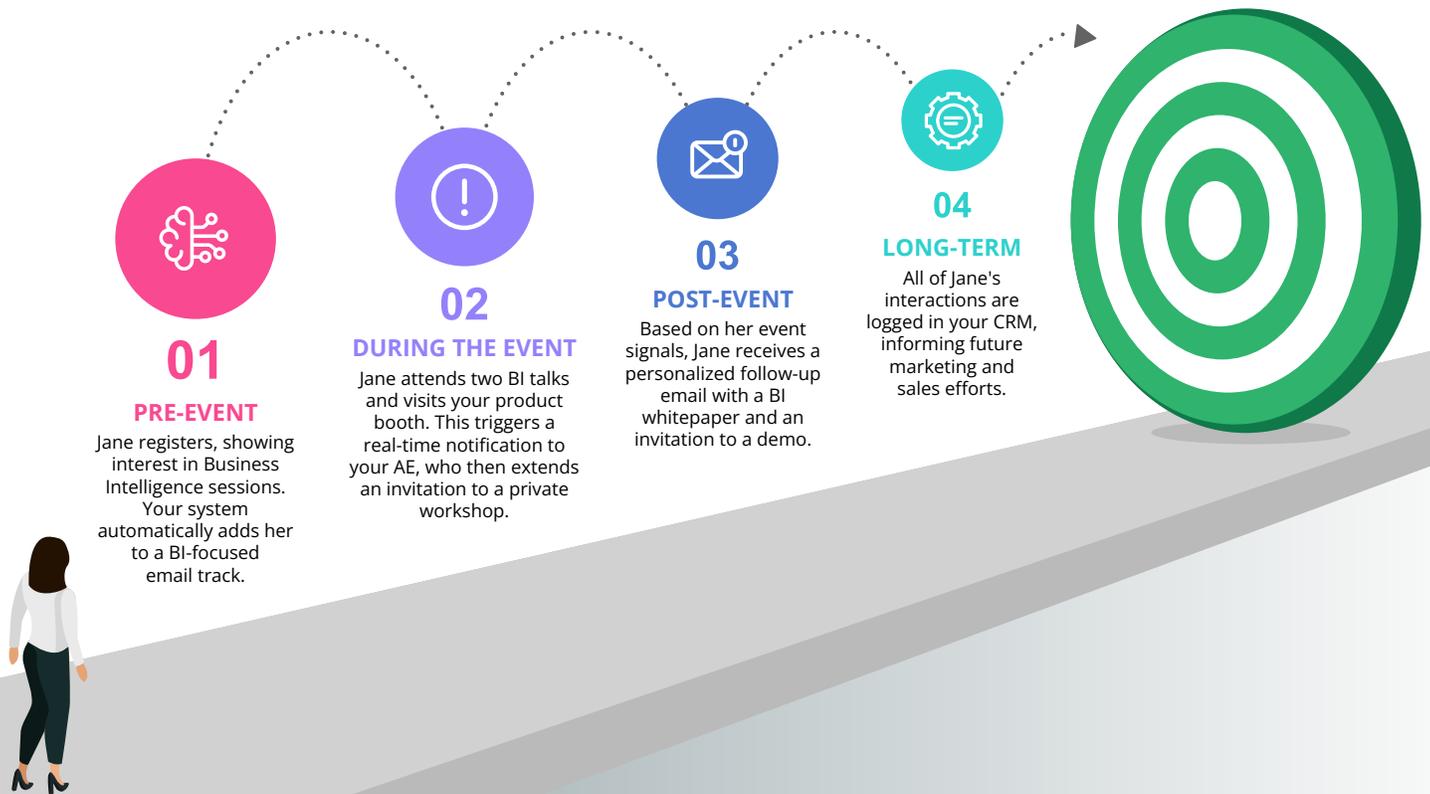
How to Nurture High-Intent Prospects Post-Event

To effectively nurture high-intent prospects post-event, follow these targeted steps to maintain engagement and guide them through the sales pipeline:

1. **Segment Prospects by Engagement:** Use event data to identify and segment high-intent prospects.
2. **Implement Targeted Campaigns:** Design personalized email campaigns, product demos, or exclusive offers tailored to each segment's interests.
3. **Set Up Automated Workflows:** Leverage CRM automation to schedule and execute timely, relevant follow-ups.
4. **Guide Prospects Through the Sales Pipeline:** Use data-driven touchpoints to keep prospects engaged, increasing conversion potential as they move through the pipeline.

Putting it all together: A signal-based success story

Let's say you're running a tech conference. Here's how a signal-based approach might look:



5. AI and engagement data: Shaping the future of events



The future of AI in event marketing

The future of AI in event marketing is poised to go far beyond its current applications in the year ahead. [63%](#) of event professionals are already using AI to assist with organizing events, and this number will continue to grow as the [AI knowledge gap](#) shrinks.

As developments in machine learning, predictive analytics, and automation continue to advance, AI's ability to provide actionable insights in real time will enable event marketers to predict attendee behaviors, tailor content more precisely, and identify buying signals with greater precision.

Preparing your organization to embrace AI and data in event strategies

[Recent reports](#) reveal that while 90% of organizations plan to invest in generative AI for marketing by 2025, 90% of CMOs admit they lack a full understanding of GenAI's capabilities and potential impact on business processes.

To fully leverage the power of AI and engagement data, organizations must invest in the right [event technology](#), training, and processes. In addition, it's essential to ensure that teams understand how to interpret AI-generated insights and apply them in marketing strategies.

Teams that collaboratively analyze event data and adjust their strategies accordingly help position their organizations to remain competitive as the event industry grows increasingly data-driven.

Getting started

Start by auditing your current event data collection and analysis processes:

Are you capturing all relevant buying signals?

How do you optimize your event programs to collect more buying signals?

How quickly can you act on this information?

Can your current systems integrate to provide a holistic view of the customer journey?

Your roadmap to event success

Today's event marketer has the opportunity to lead impactful, data-driven events that forge meaningful connections and deliver measurable outcomes. Yet, without clear insights, they risk missing high-value connections, leaving engagement potential untapped.

With AI-powered insights and engagement data as their guide, marketers now have a clear path forward. The roadmap to event success is clear: leverage advanced event technology and AI-powered insights to **capture buying signals** and **harness real-time attendee data** to drive growth.

As they embrace these strategies, marketers transform into strategic growth drivers, turning every event into an opportunity for measurable success. They're not just hosting events — they're leading the way in data-driven B2B success, connecting deeply with their audiences, and unlocking new levels of ROI.

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

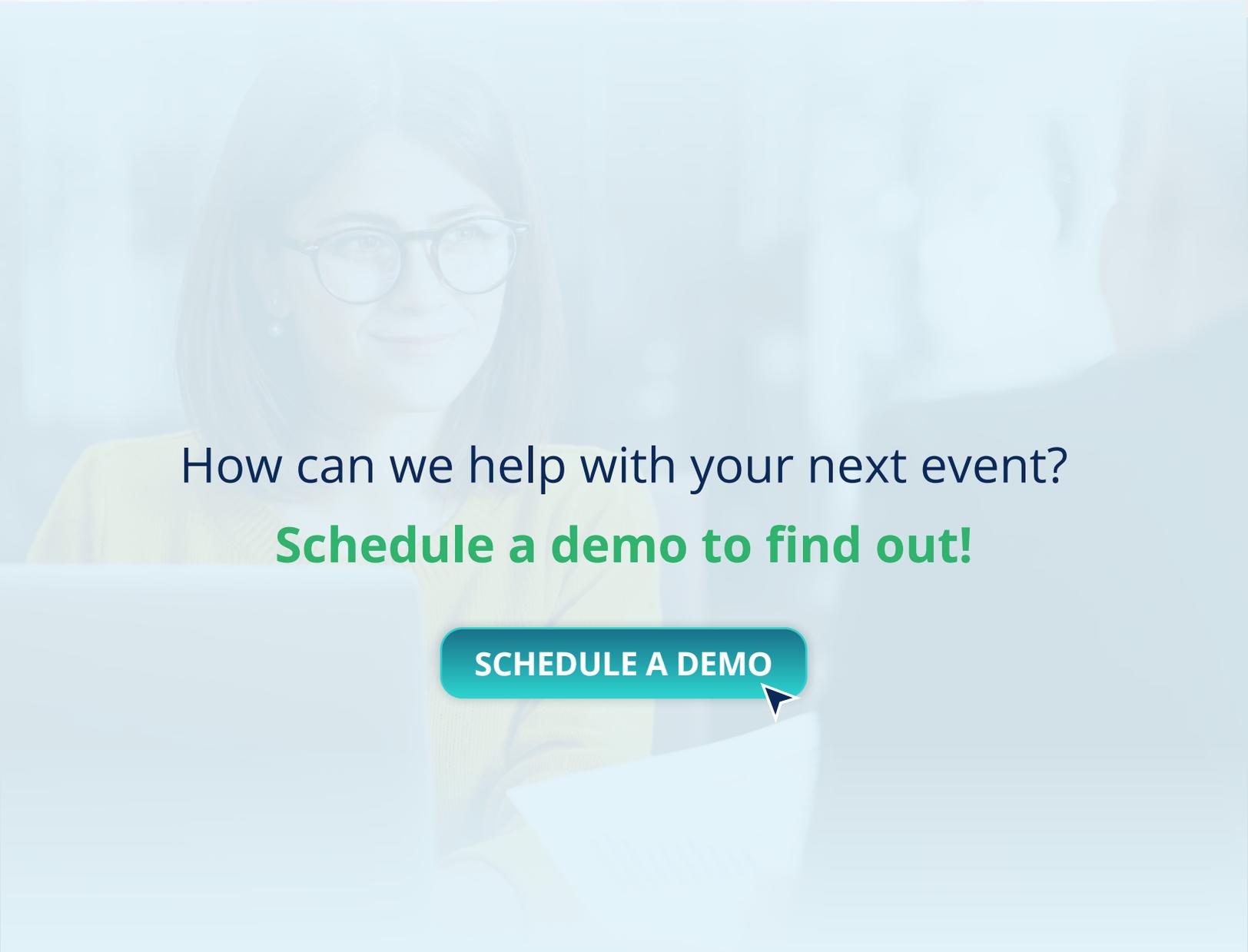
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Infographic

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.