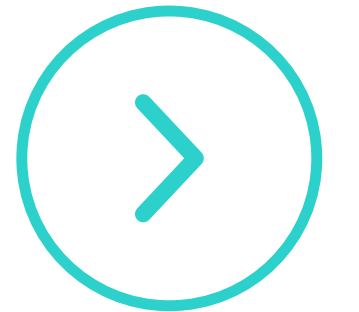
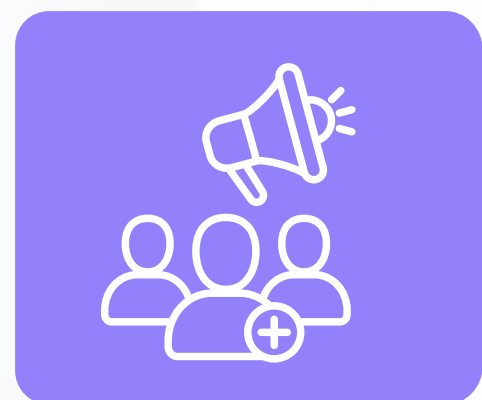
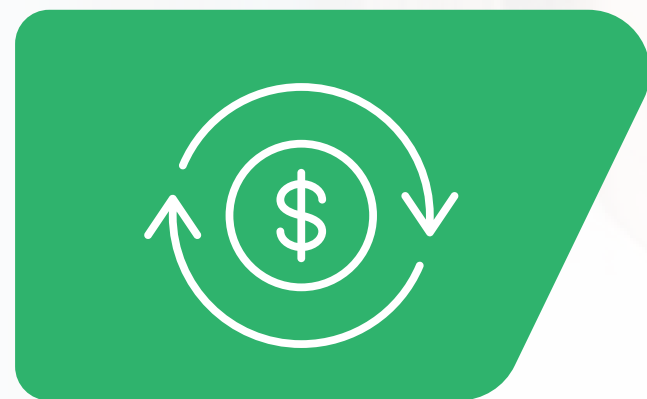
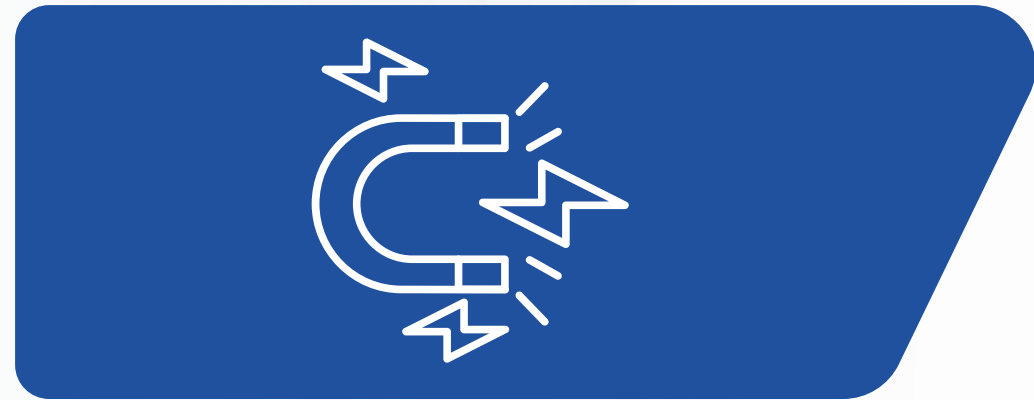


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YOUR EVENTS?

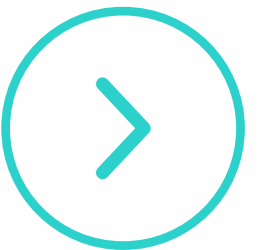


IT STARTS WITH:





# MEASURING THE RIGHT GOALS AT THE RIGHT FUNNEL STAGE





# Top of Funnel: Awareness & Reach



## Goals

- Brand awareness
- New audience acquisition
- Thought leadership



## Measurements

- Event attendance
- Audience growth
- New leads
- Content & brand engagement



# Middle of Funnel: Engagement & Consideration



## Goals

- Deepen audience engagement
- Educate prospects about offerings
- Further qualify leads



## Measurements

- Session interactivity
- Content consumption
- Engagement signals
- Attendee feedback



# Bottom of Funnel: Engagement & Consideration



## Goals

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



## Measurements

- Pipeline Influence
- Deal Acceleration
- Account Engagement
- Cost per lead, opportunity, closed deal



# Post Funnel: Retention & Advocacy



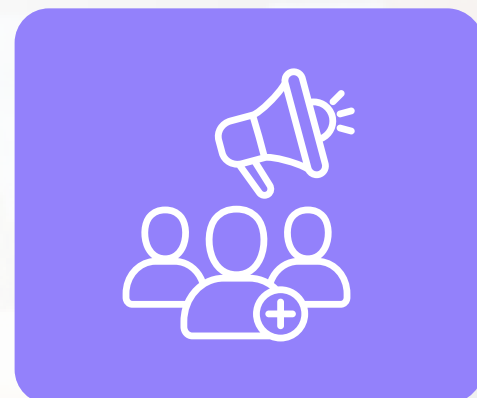
## Goals

- Customer loyalty and retention
- Customer advocacy and referrals



## Measurements

- Churn reduction/renewal rates
- Customer advocacy
- Community engagement
- Upsell opportunities



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