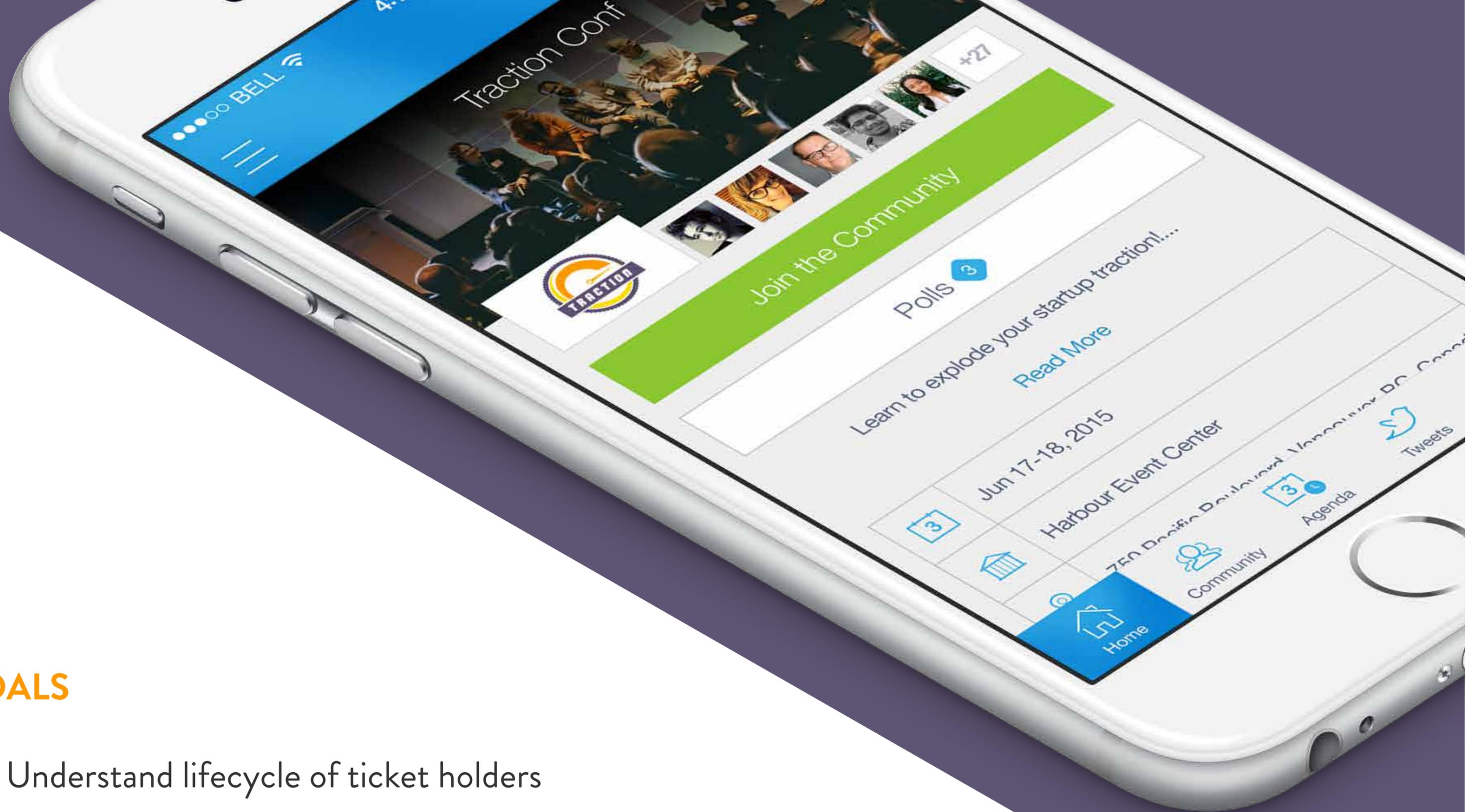




## ABOUT TRACTION CONFERENCE

The Traction Conference is one of the largest gatherings of growth experts in Vancouver. Over 500 attendees attend in order to learn distribution strategies and tactics for acquiring explosive growth.

The conference is packed with sessions that include advice on how to pick the right marketing channels, boost traffic to your site, convert visitors into paying customers and much more.



## GOALS

1. Understand lifecycle of ticket holders
2. Detail the attendees journey from visitor to attendee

## CHALLENGES

The team at the Traction Conference told us that their biggest challenge when they plan for events is “understanding the value chain of [the] ticket holder[s] and driving sales”. Knowing why an attendee signed up for a ticket is critical in building out any event’s sales funnel. By looking at how a visitor is converting you can optimize your digital presence to nurture every visitor to attendee.

## CLIENT SOLUTIONS

Before using Bizzabo, the Traction Conference team had no way to manage the lifecycle of the customer relationship. It was crucial for them to track the customer from when they first arrive at the event website, to the moment they buy a ticket, and then retargeting that customer during and after the event, all of which are important insights when developing a plan to drive sales - their number one goal. However, using different tools to plan the event made it impossible for the staff to see the full lifecycle since the data was segmented across different platforms.





## BIZZABO SOLUTIONS

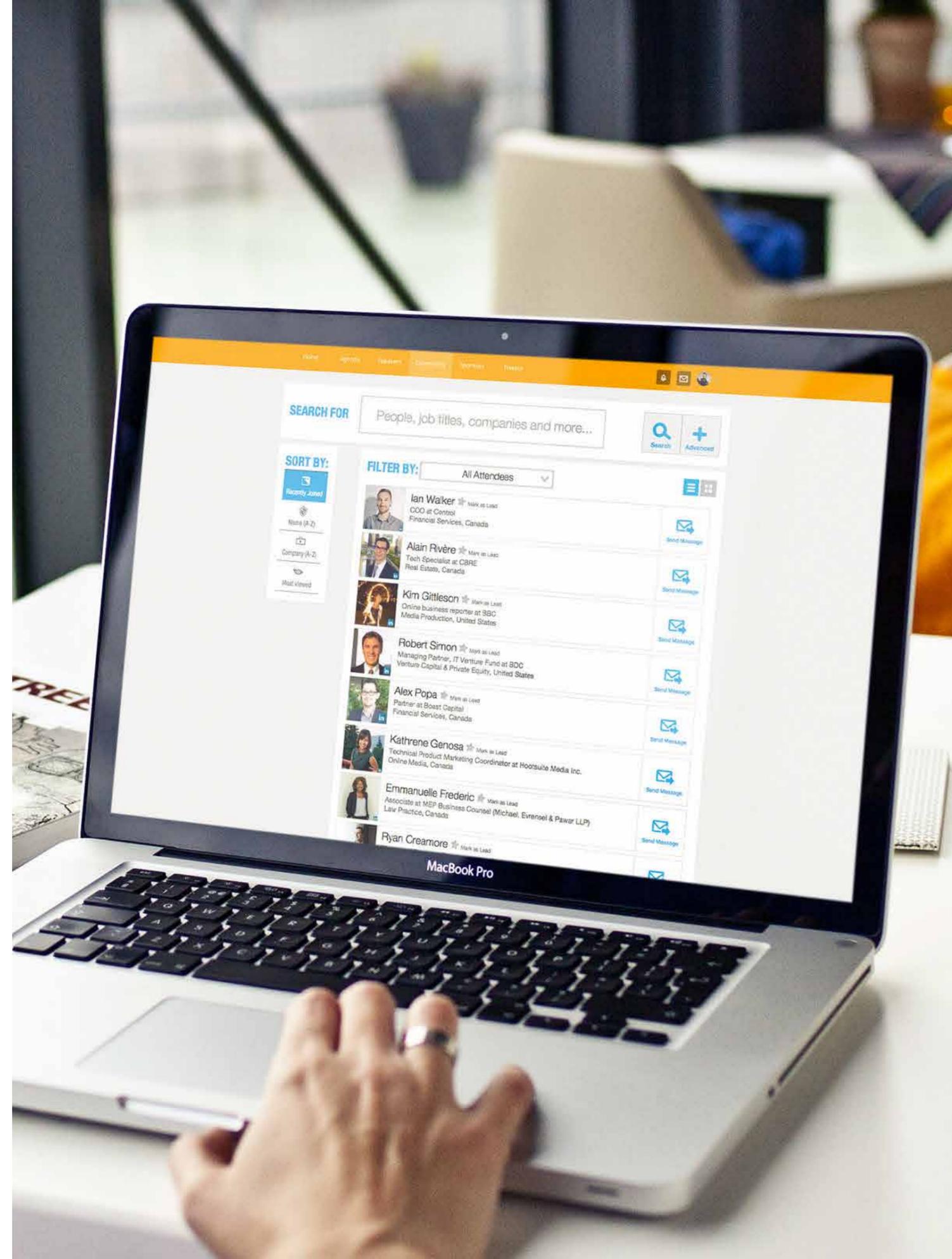
The Traction Conference chose Bizzabo for its all-in-one event success platform which not only streamlines all aspects of event planning, but also comes packed with easy to read metrics that help in understanding the lifecycle of customers in order to increase sales.

By using Bizzabo's "smart list" feature the organizers at traction conference were able to re-target visitors that hadn't completed their ticket registration. They did this by using the Bizzabo provided promotional email templates that encourage visitors to complete registration which increased email targeting conversions by 300%.

### *“The Email Retargeting Quadrupled Conversions”.*

Additionally, they increased ticket sales with over 24,000 impressions with “ticket boost”, a feature that incentivizes attendees to share the event with their networks via social media. With ticket boost, each attendee gets their own unique discount code, similar to other referral programs, which discounts the price of their own ticket as well as tickets their friends purchase.

*Transactions were optimized on their website by focusing on the visitor to purchase interaction, ending with a completion rate of 2%.*





## IN THE END

the Traction Conference experienced  
a major event success total of

***600 Event Goers.***



The co-founder of traction conference,  
Lloyd Lobo,  
summed up his experience with Bizzabo as

***“The best way to manage the entire value  
chain for your ticket holder in one place”.***



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