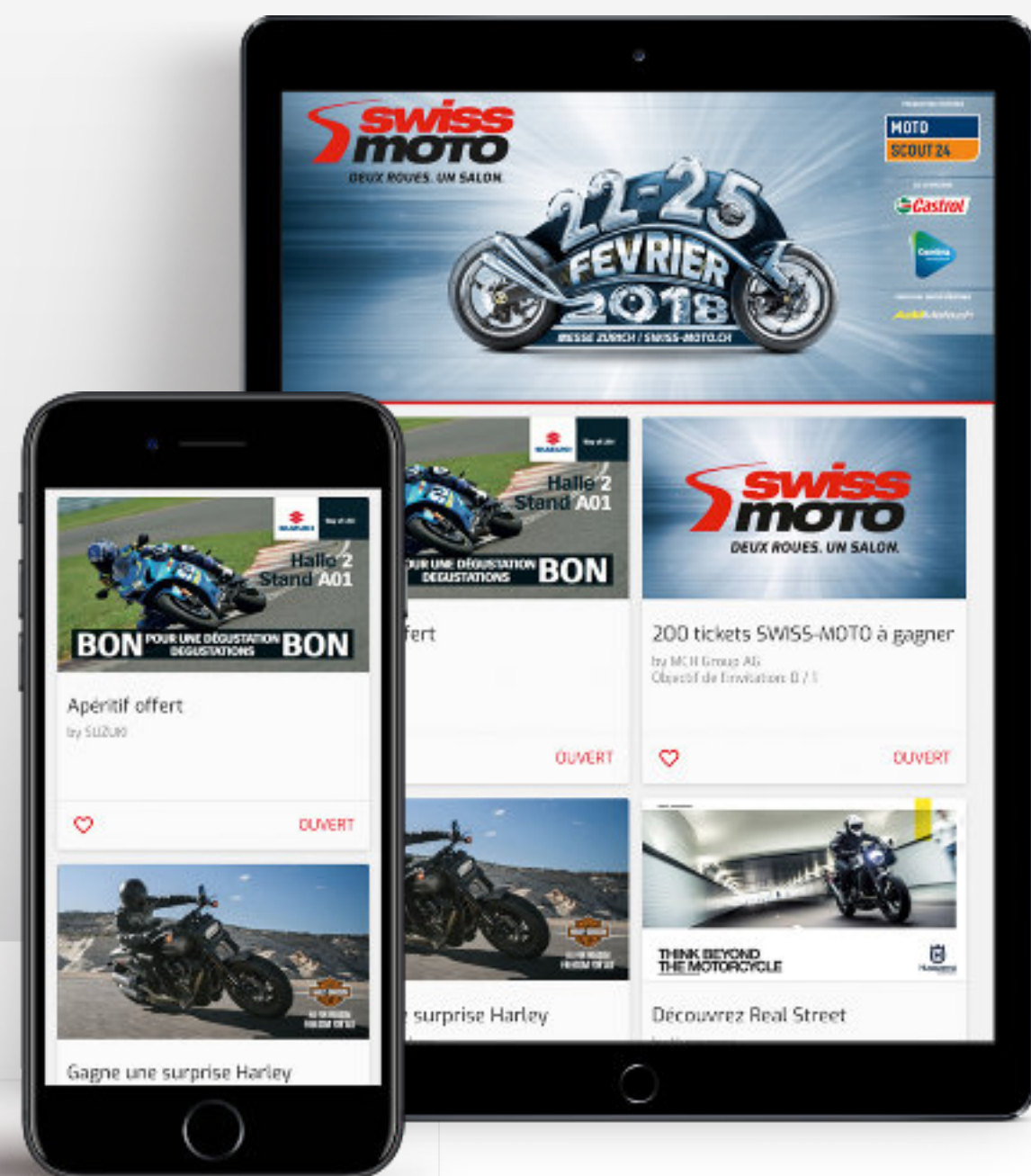


Best Case



Challenges and goals

SWISS-MOTO is always committed to satisfy its partners, sponsors and participants. This includes offering innovative ways to inspire exhibitors as well as partners and sponsors once again for the fair. eventbaxx connects the mentioned parties by offering a platform on which the contents of the partners and sponsors are made available for the participants.

In this case eventbaxx was used as a digital coupon book and gave the participants access to various lotteries before, during or after the fair.

Implementation

The participants could register on a **SWISS-MOTO landing page** for the eventbaxx digital voucher book and profit from the added value.

Not only existing customers but also new customers could be acquired and directly supplied with added value. SWISS-MOTO was able to monitor the click data of the users and thus gain a deeper insight into the behavior and needs of the participants.

Result

In total, there were **6,710** landing page views. A sum of **4,960** eventbaxx were opened with a conversion rate of almost **74%**. The SWISS-MOTO Bag recorded **5,306** coupon openings, which ultimately means a coupon opening rate of over **100%**.

SWISS-MOTO benefits most of all from the tracking component. All eventbaxx and coupon views can be analyzed to give partners, sponsors and exhibitors a detailed report and calculate their ROI. With the introduction of eventbaxx partners, sponsors and fair participants could be satisfied.

With **38,131** sheets of paper and **190,655** liters of water saved by using eventbaxx compared to a printed voucher book, SWISS-MOTO took a further step towards sustainability and extended the physical limits of its own exhibition halls with a new, user-friendly, digital channel.

Result

Opening rate of **74%**

EVENTBAXX OPENED 4960



High level of interaction

COUPON OPENINGS

5.306

Sustainable

190655 liters of water saved 

38131 sheets of paper saved 