

Case Study

KNect365 & Feathr



 Feathr



Ali Khan and KNect365, an Informa Business,
Generate \$140,000 (5x ROI) in Registrations
with Feathr.

5x

return on
advertising spend

200%

campaign conversion
rate compared to
other channels

25k

emails mapped
to cookies via Feathr

1

great event and
technology partnership

KNect365

Creating Collaborative, Results-Focused Opportunities for Growth

KNect365, an Informa business, is the world's largest events producer with several thousand events annually welcoming 150,000 delegates in over 70 countries. Under the umbrella of the Middle East Division, the Dubai office delivers leading events and professional development and learning programs throughout the Middle East.



KNect365 has the reputation of being a particularly progressive unit, relentlessly pushing the boundaries of event management, marketing, and analytics through use of technology. Ali Khan, Digital Marketing Manager of KNect365, is in the driver's seat catalyzing change and digital innovation.

Ali has always been a proponent of investing in analytics and marketing technology like Google Analytics, Facebook, LinkedIn, AdRoll, Twitter, Exponential, etc. that he uses for branding, lead generation, and attendee acquisition. Having become an expert in realizing returns through these mediums, it is no coincidence that his division is a top performer.



But Ali is not complacent. Vetting new marketing technology and ways to drive leads and registration, are always at the front of his mind.

So Feathr got in touch, Ali was intrigued.



“Only focusing on existing tools and channels is an easy way to put yourself out of business. Looking for new opportunities and actually taking the time to leverage them is critical.”

Ali Khan, Digital Marketing Manager

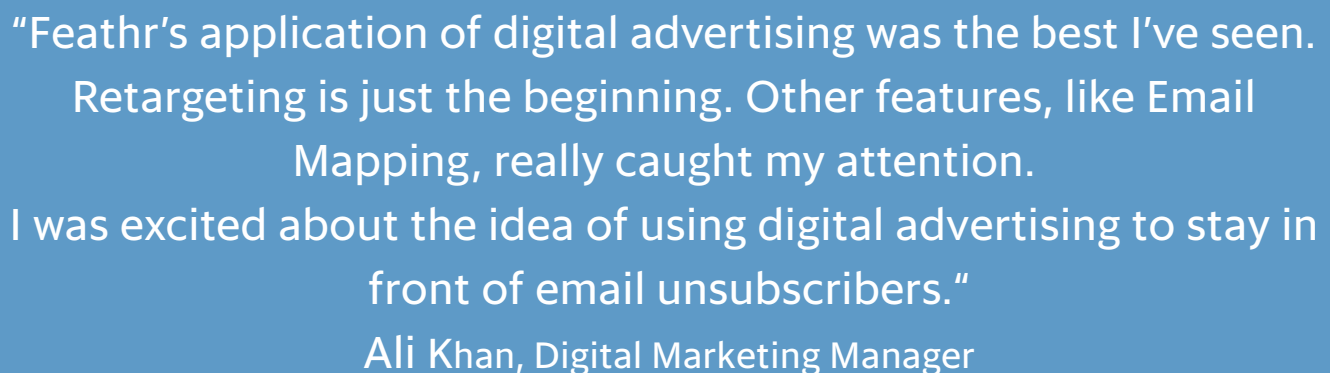


Feathr's digital marketing suite is tailored specifically for the needs of live event marketers.


The software helps drive:

- **attendee acquisition**
- **lead generation**
- **engagement for live events**

Ali was particularly interested in lead generation, and loved the fact that he could turn his list of 25,000 email unsubscribes into a targetable audience he could reengage with through display advertising. The unsubscribe epidemic forces marketers like Ali to adapt.



“Feathr’s application of digital advertising was the best I’ve seen. Retargeting is just the beginning. Other features, like Email Mapping, really caught my attention. I was excited about the idea of using digital advertising to stay in front of email unsubscribers.”
Ali Khan, Digital Marketing Manager



Objective: Lead Generation

The partnership seemed to be perfectly aligned. Ali got started with twelve events, the first four of which were DIPMF (Dubai Project International Project Management forum), HR Summit and Expo, Agra Innovate, Education Exchange.



Ali got started by setting up Feathr's Super Pixel and intelligently segmenting his audience by behavior and interests, allowing him to target each segment with display advertising relevant to them. Once his lead generation campaigns were launched, the results were surprising.




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Some of the ads Ali used for his events.

The Results

18%

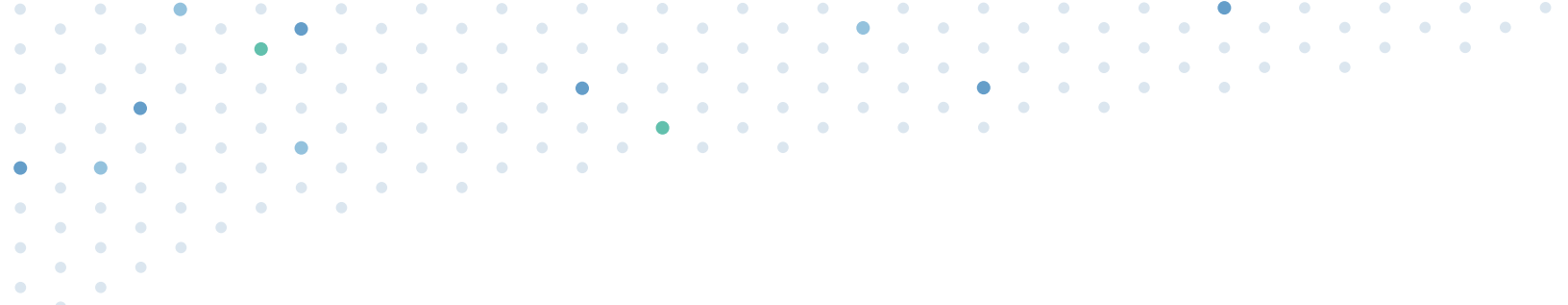
Results started rolling in – Ali was enthused. His campaigns via Feathr were converting to leads at an 18% conversion rate. His best performing campaigns on other channels were converting at half the rate, 9%.

5x

Although converting site visitors to leads was the primary goal of his campaigns, tracking through to revenue is ultimately a sign of performance. Overall, Ali spent \$28,000 on advertising through Feathr. His return? \$140,000 – a full 5x ROI.



Ali quickly realized that the performance and quality of Feathr campaigns was significantly better, and that for 2017 his budget should be reallocated to leverage Feathr for all events.



Today, Ali is expanding his usage of Feathr to his entire portfolio which includes twenty-six conferences and hundreds of professional development and training courses.

“At the end of the day, performance is what matters in marketing. Advertising campaigns through Feathr performed two times better than my average.

That makes my decision to expand my usage of Feathr very easy.”

Ali Khan, Digital Marketing Manager





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