

DIGITIZED LIVE
ENGAGEMENT.
SUPERCHARGED
BUSINESS
OUTCOMES.

doubledutch

P3

The Problem with Event Marketing

You know it when you feel it — the energy of a legendary live experience. The kind of live event that's a tipping point; the kind that energizes people to action and funnels that energy into meaningful business outcomes.



That's why the average company **spends 20-25%** of its annual marketing budget on live events — by far the **largest piece of the marketing pie.**

Despite this — only 20% of event professionals and marketers are reasonably satisfied with their ability to measure the ROI of event marketing investments. Why, in a digital marketing world, are we not capitalizing on live events to create personalized experiences and smarter marketing campaigns, leaving the biggest slice of the marketing budget in the dark?

Live Engagement Marketing Ushers In A New Era

Welcome to a new era! DoubleDutch is disrupting the live event world by bringing the magic of software to live events - empowering marketers and event professionals with a complete platform to apply digital marketing principles to the physical world. Unlocking the power of live events, DoubleDutch opens up a new distribution channel to reach live audiences, while capturing valuable data to drive action and improve every marketing channel. This new discipline is called Live Engagement Marketing, and brings live events to the forefront to more effectively drive sales, educate audiences, build customer loyalty, and raise brand awareness.

LIVE ENGAGEMENT MARKETING BUSINESS OUTCOMES

ACCELERATING SALES	Track clear contribution of Live Engagement activities to results through integration with marketing and sales automation solutions.
CUSTOMER RETENTION	Tie Live Engagement activities back to customer retention metrics and NPS.
EDUCATION	Measure participation at training events, track session attendance and test retention of knowledge.
BRAND ADVOCACY	Translate event energy into actionable sentiment analysis and engagement reports.

Engagement Drives Insight

A cornerstone of Live Engagement Marketing is the ability to reach all attendees so that both implicit and explicit interests can be captured. This requires both widespread adoption across audiences, and the ability to drive interactivity. Without these components, the rich data stream that comes out of these interactions can't be leveraged to glean attendee insights and drive personalized follow-up. DoubleDutch leads the industry, with over 70% adoption per event, versus other event apps which see adoption rates of well below 50%. Once in the hands of users, engagement skyrockets, with over 38 minutes spent in the event app on average per event, nearly 2x the average time spent in some of the most popular social apps in the market.

70%
adoption
per event

**38
minutes**
in event app
per event

2x
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spent in most
social apps

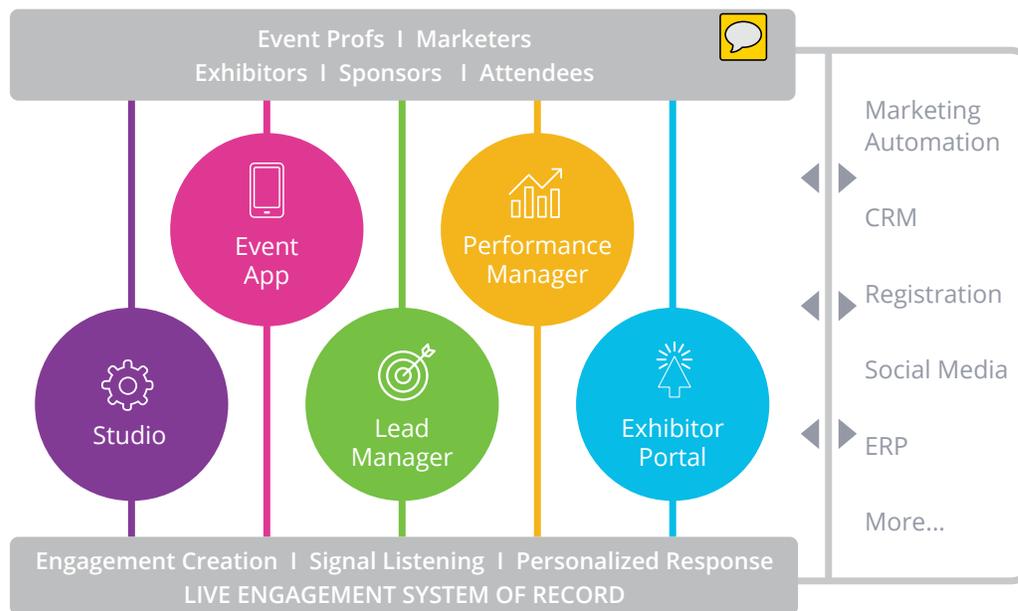
The Live Engagement Life Cycle

It's more than just going paperless or engaging attendees with an event app. An effective Live Engagement Marketing strategy extends the lifecycle of an event to support all stages of the experience:

- **EVANGELIZE:** Before the event starts, create buzz and promote your message, content, and insights to drive interaction.
- **ENERGIZE:** During the event, energize your attendees with a meaningful experience, transforming them from passive participants to active contributors.
- **MONETIZE:** During and shortly after the event, clearly understand the interests of each attendee, and capitalize on that window of opportunity to reach them with relevant insights, offers, and conversations that drive action.
- **OPTIMIZE:** Throughout the event and afterwards, leverage the rich set of live engagement data to optimize future events, prove ROI, and importantly — augment all of your marketing channels to enlighten your overall marketing strategy.



The Live Engagement Platform

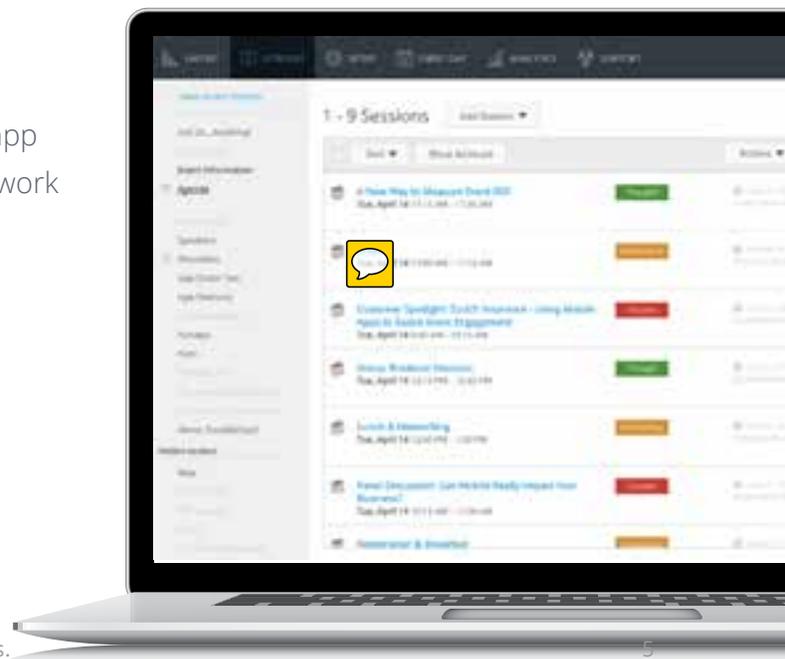


DoubleDutch has created the world's first Live Engagement Platform — empowering event professionals and marketers with a complete system of tools, integrations, and performance metrics that deliver best-in-class digital marketing visibility and control to live events. This platform provides all of the key components needed to drive an effective Live Engagement Marketing strategy.

Live Engagement Studio:

The Studio empowers event organizers to brand the app experience, manage event content, and build a framework to foster engagement and capture in-app signals.

- Customize the experience to support your goals
- Start driving engagement before the event
- Digitize communications to instantly reach attendees
- Easily scale for any type or number events





Live Engagement Event App:

The Event App provides a single interface for attendees to learn, connect, and share — enhancing their event experience and giving them more control than ever before.

- Deliver essential information in one place
- Connect the right people and content
- Turn passive attendees into active participants
- Communicate with all attendees instantly

Live Engagement Lead Manager:

The Lead Manager enables marketers to understand each attendee and their interests, assess lead scores across a spectrum of criteria, and follow-up with personalized marketing to drive business outcomes faster.

- Capture detailed attendee interactivity data across the event
- Integrate with Marketing Automation and CRM systems
- Trigger personalized campaigns that resonate and drive action faster
- Deliver quality leads to sales teams with greater precision

Live Engagement Performance Manager:

The Performance Manager enables event professionals to leverage real-time and post-event analytics to ensure event success, optimize future events, and prove ROI.

- Ensure event success with a dashboard of real-time metrics
- Track, benchmark, and optimize events year after year
- Demonstrate ROI by tying event success to the bottom line
- Use the live engagement data and metrics to optimize overall marketing strategy and programs



~~Live Engagement Exhibitor Portal:~~

~~The Exhibitor Portal provides a complete set of tools for exhibitors and sponsors to identify, target, and connect with the right attendees:~~

- ~~— Fully manage and optimize brand presence~~
- ~~— Drive more booth traffic with targeted advertising~~
- ~~— Scan and retrieve leads hassle free~~



Expert Help

So You Can Focus On Your Event

The DoubleDutch professional services team is here to ensure your success, and enable you can focus on what matters (your Live Engagement Marketing strategy). In addition to guidance and best practices, DoubleDutch is your Content as a Service resource. Just provide the content, and we'll set it up in your event app to get you up and running quickly.

Live Engagement Marketing Matters

Conventional wisdom says that events accelerate lead conversion and pipeline contribution, but until now there has been no way or quantify this, or use the data from live events to inform other marketing programs. Through Live Engagement Marketing, DoubleDutch brings live events to the forefront of the overall marketing strategy - empowering marketers and event professionals to unlock the power of live event investments.

About DoubleDutch



DoubleDutch believes in the power of digitizing live engagement to supercharge business outcomes. The DoubleDutch Live Engagement Platform powers events, conferences, and trade shows for more than 1,700 customers including Forbes, Humana, LinkedIn, Novartis, Nationwide, SAP, UBM and Urban Land Institute. The company has been named one of Deloitte's 500 fastest growing companies in North America, AlwaysOn's OnMedia 100 Top Private Companies, and Forbes' 10 Hot Companies to Work for in San Francisco. DoubleDutch is based in San Francisco with additional U.S. offices in Phoenix and Portland and a global presence in Amsterdam, London, and Hong Kong.

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