MONGODB TAPS DOUBLEDUTCH TO IMPROVE ENGAGEMENT AT ANNUAL USER CONFERENCE

mongoDB

MongoDB is the leading modern, general purpose database platform, designed to unleash the power of software and data for developers and the applications they build. Headquartered in New York, MongoDB has more than 4,300 customers in over 85 countries, including more than half of the global Fortune 100. The MongoDB database platform has been downloaded over 30 million times and there have been more than 700,000 MongoDB University registrations.

3,000+ users

67% engaged attendees

3,000 survey responses

Challenge

MongoDB holds about 50 live events every year, from intimate social gatherings to its MongoDB World Conference that draws more than 3,000 attendees. MongoDB's marketing and events team's needed a cutting edge solution to help better engage with MongoDB World conference attendees.

Solution

MongoDB used DoubleDutch to gain deeper insight into what attendees enjoyed most — and how they engaged with the company and each other. More than 80 percent of the developers, architects, operators and other database experts who attended the MongoDB World Conference 2017 in Chicago downloaded the custom app in 2017. Downloads of MongoDB's annual conference app have doubled since the company starting using DoubleDutch meaning more users are able to become more engaged.

Benefits

MongoDB is deeply committed to innovation and expects the same from its partners. MongoDB's marketing and events team's search for a solution to help better engage with conference attendees led to DoubleDutch — and the team has been wowed by the interactive mobile experiences DoubleDutch's platform could provide.

Our Net Promoter Score increased by 20 points this year. That's a really big deal, and we think it's because we delivered a better experience through content and created a better environment for our customers and prospects to engage with us, and each other with the help of DoubleDutch.

Meagen Eisenberg, Chief Marketing Officer, MongoDB