

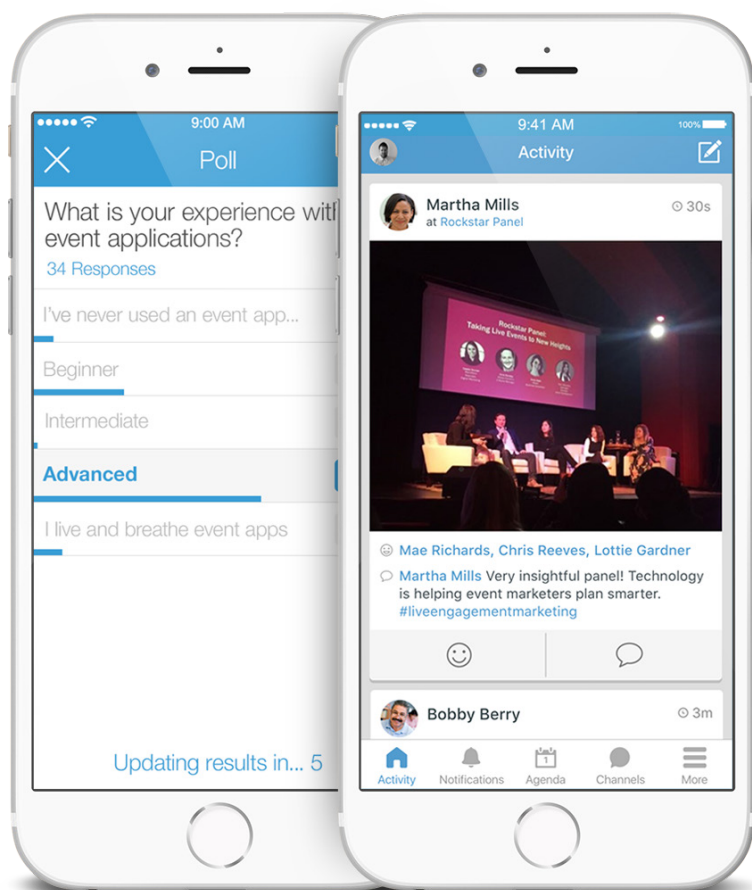
DOUBLEDUTCH FOR ACCOUNT-BASED MARKETING

Accelerate your pipeline using ABM at your next event

The Live Engagement Platform enables you to take a strategic approach in targeting, engaging, and uniquely following up with every top account.

Key Benefits

- Get the right people in the room
- Engage with top prospects
- Personalize follow-up
- Track impact and influence



Ensure the Right People Connect

Live events are the perfect opportunity to meet and delight prospects from high potential brands - and helping your sales team make these connections should be a top priority. Before every event, empower your sales team to set 1:1 meetings with key accounts, directly within the DoubleDutch app.

Hyper-Personalize Each Experience

By engaging with your top accounts at the event in a way that's unique to their needs, you'll make these buyers feel like they are your priority. Using content visibility segmentation in the DoubleDutch Studio, you can expose target accounts to personalized content, specific sessions, and exclusive events like VIP cocktail parties where they can meet your executive team.

Drive Fast and Effective Follow-Up

Creating an ABM strategy within your accounts makes way for more personalized post-event follow-up. Understand buyer signals through analytics around session engagement, poll/survey responses, content views, and more. Then trigger specific marketing



The DoubleDutch platform is designed to unlock the business value of human connections by bringing the power of digital to live experiences.

WATCH THIS [SHORT DEMO](#) TO SEE IT IN ACTION!

campaigns using Marketing Automation integration, and share attendee insights with sales reps to facilitate meaningful follow-up discussions.

Track Impact and Influence

Know exactly how your event impacted your bottom line - not just from an attendance perspective - but through integrated CRM data automatically showcasing pipeline and revenue influence across specific accounts. Break these metrics out across your sales influencers and internal advocates to identify and reward top contributors.

Drive Success With These Key Features:

Personalized Experiences

- Audience Segmentation
- Smart Recommendations
- Content Display
- Personal Agendas

Attendee Engagement

- Private Social Network
- Direct Messaging
- Topic Channels
- Meeting Scheduling
- Gamification / Leaderboard
- Polls / Surveys

Digital Content

- Event Creation, Copying, and Templates
- Bulk Content Upload
- Real-Time Updates
- Promoted Posts
- Push Notifications
- Location-Based Messages
- Third-Party Integrations

Attendee Insight & Follow-up

- Pipeline / Revenue Impact
- Sales Team Impact
- Marketing Automation / CRM Integration
- Session / Speaker Analytics
- Content / Interest Analytics
- Influencer Analytics
- Poll / Survey Reporting