

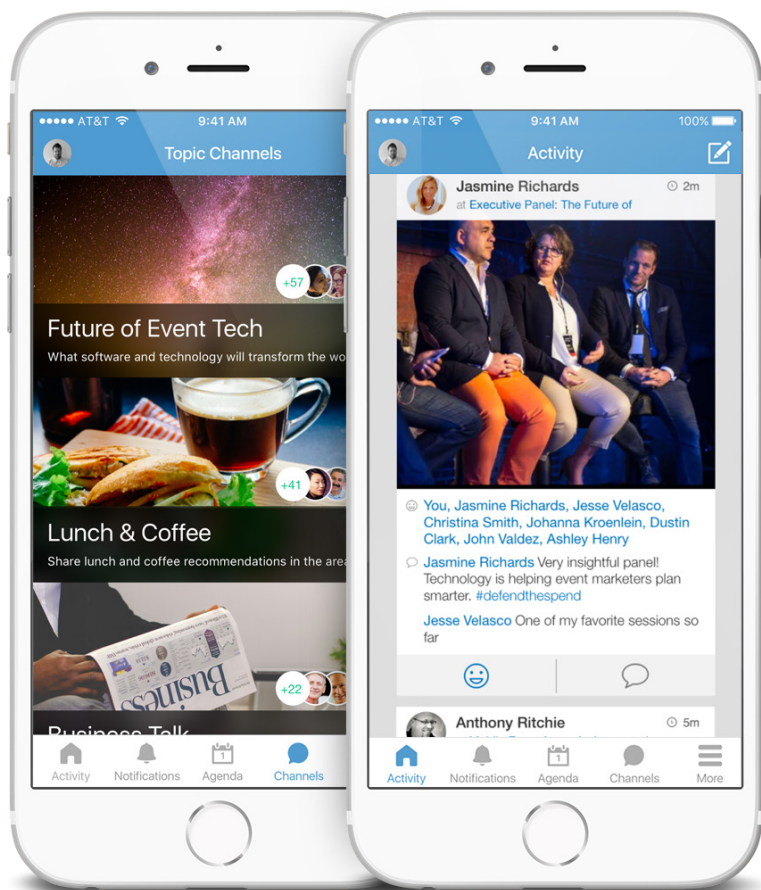
# DOUBLEDUTCH FOR THE CONTENT MARKETER

Whether on stage or in-app, content marketing holds the key to brand strategy

The Live Engagement Platform empowers content marketers to leverage live events as a powerful content channel, while gaining insights to improve content relevancy across target audiences at each stage of the buying cycle.

## Key Benefits

- Control company voice
- Distribute the right content
- Curate new content based on conversations
- Examine key trends



## Drive Event Strategy

Insert impactful product and educational content to align event content with overall content marketing strategy. Powerful content management and personalization tools allow event and content teams to collaborate, ensuring the right content hits the right audience.

## Examine User Generated Content

Use comments and questions from the attendee activity feed and topic channels to drive future content. Take the hottest topics to create new ebooks, whitepapers, and resources to feed your Demand Gen and Customer Marketing teams.

## Let The Dashboard Be Your Guide

The DoubleDutch Studio Dashboard will show you what content is the most impactful in aggregate across your event. Look at top hashtags to understand what topics are trending and of highest interest. Use this insight to influence your broader content strategy and areas of company focus.

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!**

## Dig Deeper

Deep dive into surveys and polls to see both qualitative and quantitative feedback. Create content on interesting stats and insights that emerge. Gather executive only feedback to guide thought-leadership pieces in your industry and amplify key messages coming directly from your attendees.



## 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

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

### Attendee Insights

- Speaker / Session Analytics
- Content / Interest Analytics
- Influencer Analytics
- Session Attendance
- Poll / Survey Reporting