

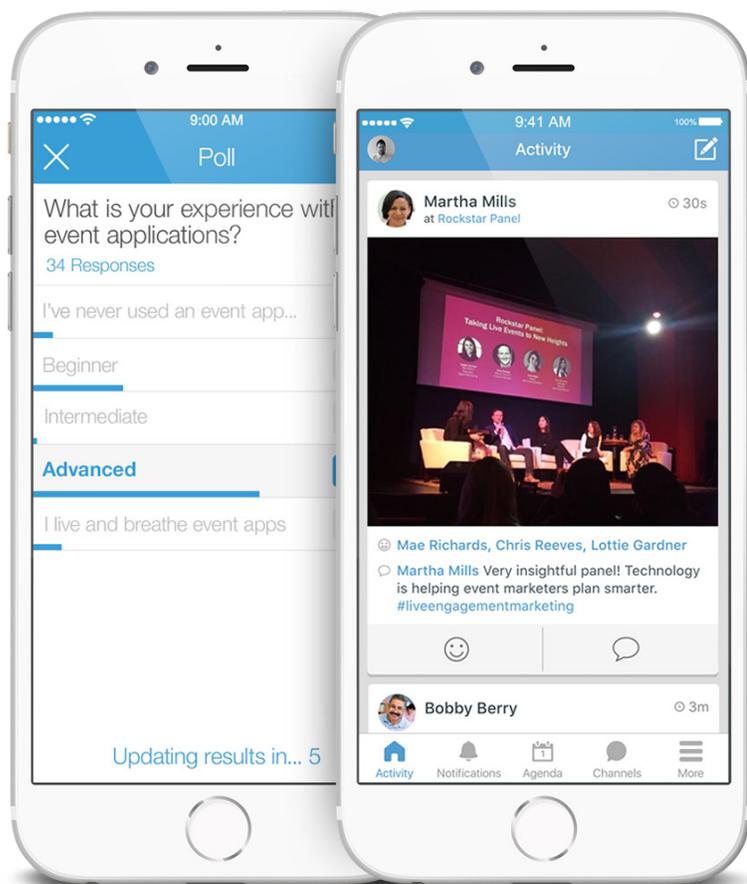
DOUBLEDUTCH FOR DEMAND GENERATION

Understand and respond to your prospect's every action

The Live Engagement Platform empowers demand gen marketers to gain digital visibility and control across live events — knowing where each prospect sits in the buying cycle, and serving up the best next step that drives action.

Key Benefits

- Run targeted campaigns
- Accelerate sales conversations
- Gain a stronger understanding of your buyer
- Accelerate your funnel



Look for Signals

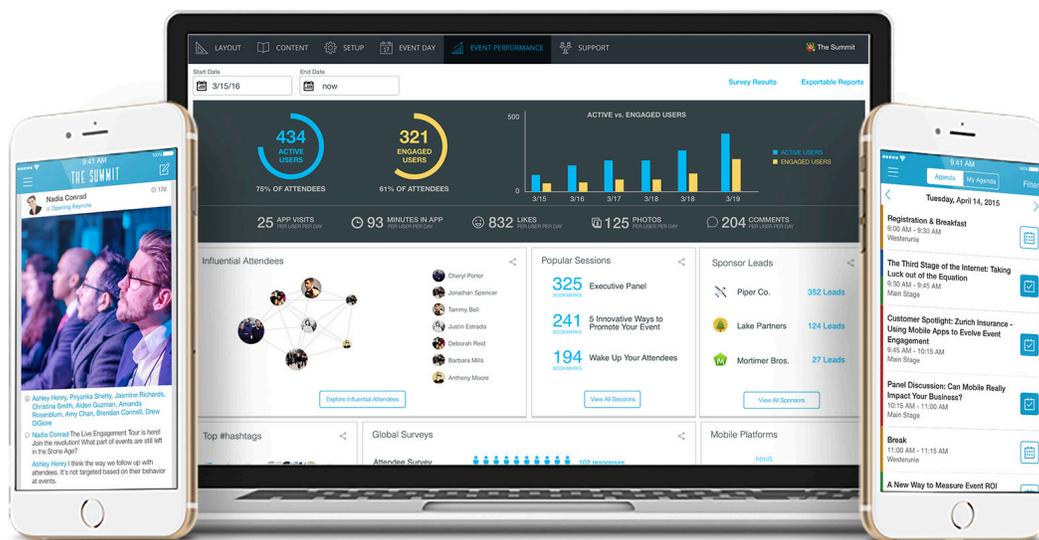
Look for buying signals captured on each attendee from demographics, topic interests, and level of engagement. This rich set of data can be used to drive nurture campaigns, targeted offers, or a specific conversation with a sales rep.

Leverage Surveys

Launch product surveys to gauge interest in specific cross-sell and upsell opportunities. Use the aggregate data to get a sense for potential campaigns. Combine survey results with existing product marketing collateral to further educate your attendees post event.

Targeted Marketing

Download individual user data to create targeted contact lists based on topics of interest. Use bookmark reports on speakers and sessions to drive specific marketing campaigns.



We didn't spend any extra money and had so many leads from just one (in-app) question - and from there we were able to build out a campaign to inform them on this topic for the session that they attended.

Eduardo Valladolid
 Director, North America, Enterprise Marketing
 BlackLine

Empower Sales Teams

Segment out your most engaged attendees at your event based on actions, topic interests, and connections at your event — and alert your sales team to follow up with them, armed with an activity summary to foster a strategic, relevant discussion.

Accelerate Business Outcomes

By leveraging in-app signals you'll better understand your attendees interests. Push these insights into your Marketing Automation and CRM system to augment broader marketing strategy, follow-up with relevant messaging, and become the hero within your marketing team.

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
- 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