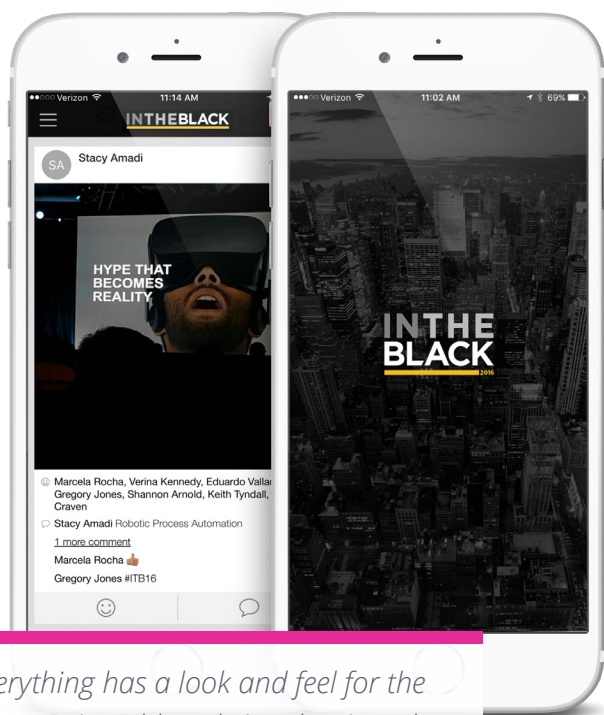


# DRIVING PERSONALIZATION WITH DOUBLEDUTCH

3 out of 4 marketers say personalized content has a high impact on engagement. Your events are no exception.

## HOW DOUBLEDUTCH HELPS

With the Live Engagement Platform, you can easily personalize your event app to provide a customized experience to diverse segments of your event attendees.



*Everything has a look and feel for the event. Being able to bring that into the app, whether it's on the splash screen or designing custom icons, it's important.*

**James Kim, Sr. Creative Director, BlackLine**

## Segment Attendees to Deliver Personalized Content and Messages

Segment your audience and target specific content to the right attendees to ensure a relevant experience.

- Personalize in-app content with documents, collateral and media based on your attendees' profiles
- Customize agendas with relevant sessions and speakers based on an attendee's company, industry, seniority level and more
- Send relevant push notifications and polls to engage users based on segmentation

## Empower Attendees to Create Their Own Experience

There are many unique interests across attendees that can be addressed with audience segmentation.

- Personalize agendas that sync to attendee calendars
- Help attendees connect to the right people with profile recommendations
- Bookmark content, sessions, speakers and more

## Confidently Share and Control Sensitive Information Across Audiences

Control secure content in the Live Engagement Studio that's distributed through your event app.

- Hide confidential agenda sessions, such as internal executive meetings
- Share sensitive content to specific attendees only, such as a roadmap or special promotions for VIP customers only