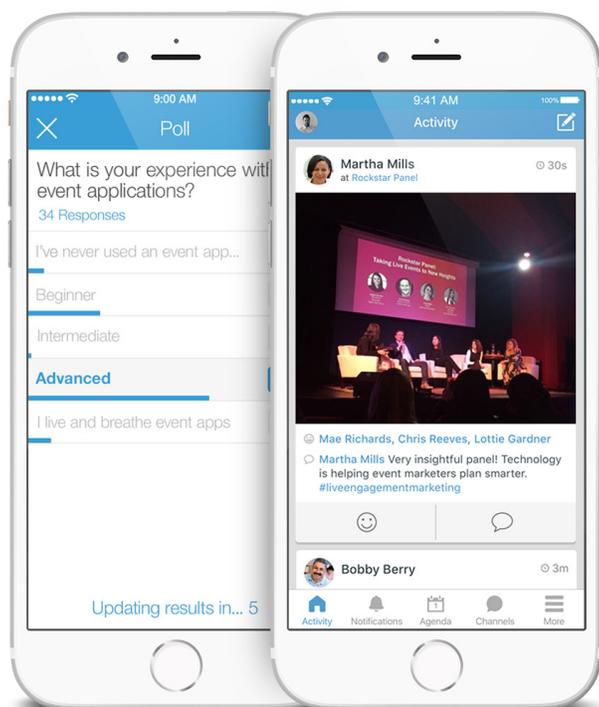


RUNNING SMARTER MARKETING CAMPAIGNS WITH DOUBLEDUTCH

For years, marketers have looked at events as a single moment, but not anymore. Now, they are your biggest campaign of the year.

HOW DOUBLEDUTCH HELPS

DoubleDutch gives marketers attendee insights to make your follow-ups more effective and lucrative – enabling meaningful business results across lead generation, retention, and revenue growth.



Capture and Segment Attendee Interests

The way people interact with your app can give clues to their interests and priorities. Use that information to target them after the event with relevant follow-up content.

- Post-event, group your attendees based on session types attended or topic channels they participated in
- Segments can combine interests with other factors like seniority or industry. The more personalized, the better

Curate Content to Accelerate Pipeline

You've segmented your audience, now it's time to follow up. This is where you need to get creative and choose the perfect content.

- Audit your existing content (webinars, infographics, ebooks, etc.) and decide which ones align with the interests of your attendees
- Send specific video recordings or event recap blog posts to attendees based on the sessions they attended or speakers they rated highly
- Give attendees a place to continue their conversations after the event directly in the event app. This should be within the event app but can also extend to your customer community or even smaller, local live events

Bolster Demand Gen and Automate Personalized Marketing Campaigns

Integrate with marketing automation and CRM systems and use valuable event data to personalize marketing and deliver sales leads with greater precision.

- Deliver notifications to sales reps on customer and prospect activity, such as a session check-in, and transfer this info into CRM contact records for relevant follow-up
- Trigger personalized email campaigns and improve lead scoring based on attendee activities, such as a specific poll response, session attendance and more