HOW DOES DOUBLEDUTCH DIFFER FROM THE COMPETITION?

At-a-Glance

Competition	DoubleDutch
Average adoption 44%	Average adoption 70%, highest rate in the industry
Limited in-app engagement. Static interface & non participatory activity feed	Dynamic in-app engagement. Intuitive interface & native social network that allows in-app participation
Static, digitized agendas and event guides	Personalized digital experiences across agendas, content, messaging, and smart recommendations
Data points collected focus on event app statistics	183 data points on average collected per attendee to drive personalized follow-up and targeted marketing
Limited data reporting that focuses on app adoption, devices and section views	Actionable analytics delivering insights on engagement, interests, speakers, sessions, influencers and more
Complex back-end requiring significant effort to build and repeat event app experiences	A complete platform designed to rapidly create, repeat, and scale event app experiences across all of your events — enabling time savings up to 80%

doubledutch

DoubleDutch Differentiators

Drive Engagement

- Provide intuitive, consumer-grade simplicity alongside the most robust private social network in an event app.
- Personalize the experience for each attendee.

Why is this important?

- Create an addictive experience that not only drives adoption, but also meaningful interactivity.
- Attendees want more than a static digitized agenda — deliver relevant, meaningful content and insights that drive repeat logins.

Capture Data

- Go beyond surface-level attendance, polls, and adoption metrics, and capture every attendee interaction.
- Turn engagement into insight and collect over 183 actions on average per attendee.

Why is this important?

- Comments, connections, meetings, and more provide rich attendee insights only surfaced through live interactions.
- Ensure both implicit and explicit behavioral data are captured to drive relevant next steps.

Segment & Identify

- Dive deep into attendee data to know what topics resonated with whom.
- Identify top speakers, sessions, interests, content, influencers, and more.

Why is this important?

- Know what are your best next steps — what to improve, who to follow up with, and what messages will drive action.
- Leverage your influencers to encourage drive brand advocacy and promote your message.

Take Action

- Access dashboard insights and analytics to optimize your events in real time and showcase impact across stakeholders.
- Infuse attendee data into marketing automation and CRM systems to automate timely, personalized follow-up.

Why is this important?

- Events are a very big investment. Maximize and prove the value of your events with data-driven insight.
- Personalized responses drive results – at up to an 8x higher ROI on marketing investments (McKinsey).

Scale Securely Across All Events

- Rapidly get started and scale, using templated best practices, content, and copying workflows for every event.
- Leverage enterprise-grade security trusted by the world's largest brands and most security conscious organizations, such as the U.S. Navy.

Why is this important?

- Confidently expand across your organization, with workflows that save time while ensuring brand alignment and consistency.
- Don't run the risk of hacks or data privacy issues. Strict data privacy and Veracode reviews are audited and approved by top enterprises globally.