



+ Cognizant



CASE IN POINT:

Cognizant Converts Event Strategy From Analog To Digital

Cognizant

Global tech services leader **Cognizant** has an expansive event portfolio, running approximately 70-75 events in North America alone, and between 600-700 globally.



70-75 events



600-700 events

In recent years, Cognizant has been bringing a sharper focus on ABM to its large events, such as Dreamforce. This has involved working with the sales team for key accounts to convert what had traditionally been an analog approach to a more digital strategy.

“We do a better job than we used to at involving our sales community and we get their input on determining the best accounts to reach out to depending on the event,” said Subhayan Deb, Global Martech Lead at Cognizant.

Here’s how Cognizant uses atEvent before, during, and after events to fuel engagement and accelerate revenue opportunities.

PRE-EVENT

Leading up to events, Cognizant concentrates on attracting attendees via social media, targeting key accounts via email campaigns and creating microsites to have a digital mechanism for them to interact with.

The company uses data collected via atEvent to help build target account lists and identify the best candidates for personalized invites to upcoming events and other marketing programs.

AT EVENT

The Cognizant marketing team tries to have all meetings for an event confirmed two to three weeks prior to the live event. On-site, it uses the atEvent check-in option to confirm appointments via mobile devices and further qualify attendees.

POST-EVENT

The biggest payoff of atEvent has been after the event. Without a formal process and technology to enable seamless data collection, Cognizant struggled to aggregate data about key accounts. Sales reps would return from events with key information in the backs of their minds or on a cocktail napkin. Sometimes, a global sales executive would meet with a potential account and lack the context they needed.

With atEvent, the process of aggregating all the contact and new buyer information has gone from five to six weeks to one week. And, with everything on the app, the information sales reps need is at their fingertips.

“ABM has always been an important focus for us but a much sharper focus since working with atEvent.”

- Subhayan Deb, Global Martech Lead

