Localytics

How Localytics uses events to generate new leads and make strategic connections

CHALLENGE

Events are a big part of the marketing strategy at Localytics. The marketing team wanted a way to streamline their event process and have access to registration information in real time. They also needed a way to empower their colleagues to connect with attendees without having to wait around the check in table.

Localytics lacked a way to capture attendance data at their events which prevented them from knowing when prospects, customers, and new leads actually attended their events. Sales reps weren't connecting with the right prospects at events and were missing opportunities to accelerate pipeline.

They needed a way to:
- Record accurate attendance data
- Capture lead data for walk-in attendees
- Get sales reps connected with the right prospects and customers

SOLUTION

Localytics uses Attend to record event attendance, capture new lead information and get that data back into Salesforce. Attend has allowed Localytics' marketing team to streamline the event process with real-time visibility into who is registered and checked-in at the event. Attend also allows marketing to set up the sales team for success at events by connecting them with key prospects through VIP alerts.

RESULTS

1

Accurate attendance data enabled sales follow-up

2

Generated new leads from event walk-in attendees

3

Reps accelerated deals by connecting with the right prospects and customers

> "With Attend we can easily track in real-time when a prospect or customer registers and checks into an event. This is important for the marketing to be able to understand how well an event is going, and also helps our sales reps be more prepared for face-to-face interactions at events."
>
> - JOSH TODD, CMO, LOCALYTICS