

Keynote Presentation | [Event Marketing] Activating Events Data to Drive Revenue in New Landscape of Events



cvent

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Activating Events Data to Drive Revenue in New Landscape of Events

Today's Presenter



Will Kataria

Senior Director,
Sales and Operations

The background features a dark blue and purple color palette. It is filled with various financial data visualizations, including candlestick charts with green and orange bars, line graphs with multiple colored lines, and a world map composed of a grid of small blue squares. A bright light flare is visible in the bottom right corner.

\$1 TRILLION

A high investment, high converting channel

24%

Events represent 24% of a corporation's average B2B marketing program budget⁽¹⁾

74%

Of marketers agreed that events were their most important demand generation tactic⁽¹⁾

The Event Program Opportunity

Small



EVENTS YOU
HOST

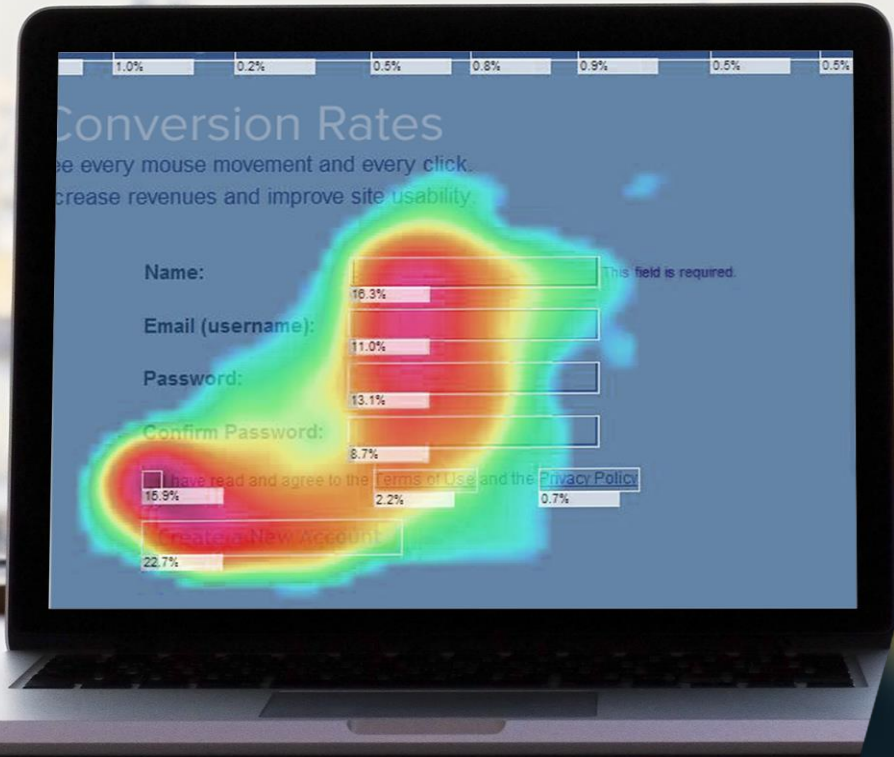
EVENTS YOU
ATTEND

Large



Marketers have embraced digital transformation...

What about Events?





at Website



at Event

Deeper Insights, Quickly

TACTIC /
CHANNEL



Email + Content offer



Live Event

TOUCHPOINTS /
DATAPOINTS

1-3

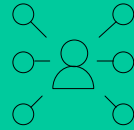
3-5

10-20+

SOLUTION

In GOD
WE TRUST
ALL OTHERS
MUST BRING
DATA

The Answer.....



**Identify the Right
Data & Activate it
Quickly &
Intelligently**

IDENTIFY THE
RIGHT DATA

Right Data

Capture audience insights across virtual, in-person and hybrid events

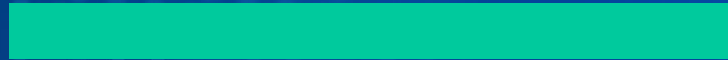
Pre Event



Data Elements:

- Registration data
- Pre-event surveys
- Campaign metrics

During Event



Data Elements:

- Event check-in**
- Venue floor traffic**
- App download/login
- Session attendance
- Speaker rating
- Session rating
- Poll response
- Question submission
- Chat interactions
- Social posts
- Clicks & downloads
- Page & booth views
- Lead capture
- Form fills

Post Event



Data Elements:

- Attendee SAT scores
- Survey responses
- On Demand Views
- Engagement scores
- Event ROI

*Indicates an *in-person only* data element.

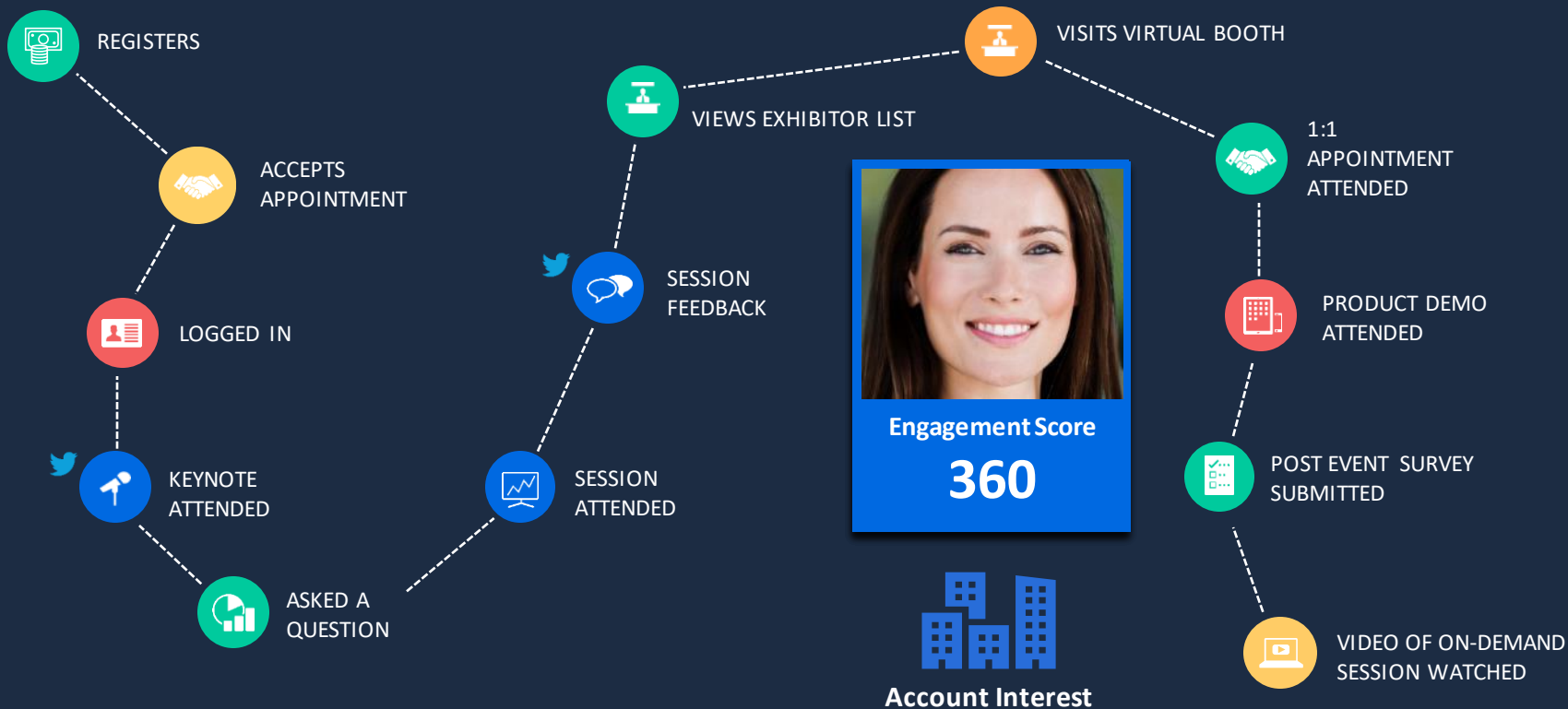
CAPTURE DATA

How Cvent Helps



ACTIVATE DATA

Clear Picture of Attendee and Account Interest



Event Data Completes the Picture of Interest

PRE-EVENT SCORE	SESSION ATTENDANCE			APPOINTMENTS			BOOTH VISITS			POST-EVENT SCORE	POST-EVENT ACTION
	S1	S2	S3	A1	A2	A3	B1	B2	B3		
100	50	50	0	100	0	0	0	50	0	350	NURTURE
100	0	50	50	100	0	0	50	0	50	400	NURTURE
100	50	50	50	100	100	0	50	0	0	500 →	TO SALES

Event Data Completes the Picture of Interest

Engagement Score Participants

Full Name	Company Name	Engagement Score	Engaged Percentage to Most Engaged
Danson, Ted	Anheuser Busch	380	100.00%
Wakefield, Ryan	Target	380	100.00%
Sorrento, Edwin	Visa	380	100.00%
Watson, Tom	Samsung	380	100.00%
Anderson, Chris	Nike	350	92.11%
Tutty Donnelle	Apple	320	84.21%
Jones, Edward	Starbucks	320	84.21%
Sanchez, Kali	Google	300	78.95%
Johnson, James	Amazon	290	76.32%
Schmidt, Justin	Toyota	290	76.32%
Powell, Eric	Nestle	260	68.42%
Lewis, Christian	Fed Ex	260	68.42%

Average engagement score

350
Average score for 117 attendees

[View individual attendee's scores](#)

Engagement over time

Filter by All interactions Date and time View Area

[Event registration](#)

10,304 Total interactions

8:45 am Peak



Event registration	7,304 interactions
Session registration	3,000 interactions
Event check in	0 interactions
Session check in	0 interactions
Scan at booth	0 interactions

Activate it Quickly and Intelligently

EVENT DATA
Location, type, date

CONTACT DATA
Contact data
Demographic
Firmographic
Preferences

ENGAGEMENT DATA
Check-in
Session enrollment
Session attendance
Booth visits
Appointments
Social posts

INTERGRATION

MARTECH

 **Marketo™**
An Adobe Company

 **HubSpot**

 **salesforce** marketing cloud

 **ORACLE™**
eloqua.

CRM

 **salesforce**

 **SUGARCRM**
 Microsoft Dynamics CRM

AMS

 **iMIS**

 **NetFORUM™**

 **NimbleAMS™**

 **yourmembership™**

 **Personify**

Real Results



“We had 14% more new deals created in the virtual event in comparison to the in-person event last year. We also influenced 35% more existing deals and had 682 influenced opportunities, or a total TCV of \$509 million. We tracked 119 MQLs and 57 SQLs as well.”

240%

Increase in attendance

45K

Unique content views

13 hrs

Per person average virtual viewing time

SIEMENS

“All the reporting and ROI, from budgeting to session attendance and engagement info, is in the Cvent Event Management platform. One-stop shopping for all my event needs and reporting.”

2X

increase in registration

83%

attendance rate

\$400K

total cost savings in going virtual

Real Results



“[Our] Conference has always been successful from a revenue impact, but we were never able to track true contribution to pipeline. Now we’ve got proof that business is happening, sales conversations are happening”

56%

YoY increase in lead volume

123%

YoY increase in attributed revenue

15%

YoY increase in event profit



“To create an integrated event marketing strategy that could be scaled, the team incorporated Cvent as a key component of Merkle’s larger marketing tech stack.

This enabled increased efficiencies, created automation streams and developed greater marketing-to-sales alignment”

6,181

Attributed MQLs

175

Attributed opportunities

\$116M

Attributed pipeline value

THANK YOU