

Marketing Event Automation Simplified

Modern event marketers are taking a full-throttle approach to maximize the impact of their investment in events. Combining data from marketing automation and events, marketers have never had a more powerful way to deliver ROI.

Discover how you can automate and optimize your marketing events.

BEFORE EVENT

DEFINE YOUR AUDIENCE

Segmentation

Use what you know to segment your event invitees.



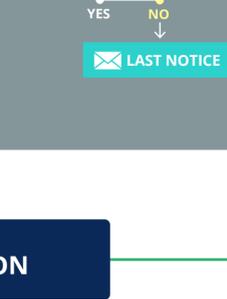
BEFORE EVENT

DELIVER YOUR MESSAGE

Email Marketing

Invite your attendees with engaging personalized content.

Personalize event invitations, promotional codes and ongoing email marketing based on segmentation and responses.



99% of event planners use email marketing in their event marketing campaigns.*

* Source: Convention & Exhibition Attendance Marketing Best Practices

BEFORE EVENT

CUSTOMIZE REGISTRATION

Registration

Capture attendee insights and interests.

Show your attendees you already know them. Automatically pre-populate registration forms with information you have. Provide personalized registration pages for each segment.



Then, use this opportunity to learn more about their interests.



Start to make recommendations to enhance their experience at the event.

New or updated information is pushed back and updated in Oracle Eloqua or your CRM system.

DURING EVENT

COLLECT ATTENDEE 'BUYING SIGNALS'

Attendee Data Capture

Capture attendee behavioral data and buying signals during the event.



Collect up to **300** data point types, including session attendance, badge scans, etc.

Interaction points are pushed to your MA system in real-time so you can take action.

DURING & AFTER EVENT

INCORPORATE EVENT DATA INTO ORACLE ELOQUA

Data Integration

Push enhanced profile, behavioral, and buying signal data into Oracle Eloqua.



Data captured from the entire lifecycle of the event, from registration to event interactions to post-event evaluation, produces an engagement score.



- Add to List
- Activities
- Custom Mapping
- Custom Data Objects

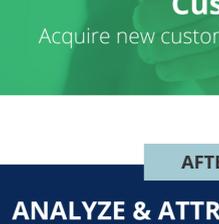
Profile and interaction data and scoring is passed to your marketing automation system.

DURING & AFTER EVENT

REACH OUT TO YOUR ATTENDEES

Lead Nurturing

Suggest next steps to your buyer during and after the event.



- Access enhanced lead scores
- View event activities for each attendee

Sales Acceptance

Sales reps become engaged and can see exactly what happened with each lead at the event so their follow up can be more targeted and relevant.

The lead is converted to a contact and an opportunity.

Bonus: You now have rich information to improve your next event or marketing campaign.

AFTER EVENT

SELL YOUR STUFF

Opportunity

Move your prospect through the sales cycle.



AFTER EVENT

CLOSE THAT DEAL!

Customer

Acquire new customers & cross-sell/upsell.

AFTER EVENT

ANALYZE & ATTRIBUTE EVENT SPEND

Credible ROI

Analyze the revenue cycle & attribute.

Event spend can be included in your attribution model with other marketing activities.

You can demonstrate sales and deliver credible ROI across ALL marketing channels.

Events are no longer a cost center. They're revenue-generating OPPORTUNITIES!

Connect Your Events to Results

Learn more about integrating events and marketing automation.

LET'S TALK

