



Thank You For Attending Emails Suck. Trip Reports are Dope.

Streamlining event data from disparity to clarity and making it actionable for attendees.



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AGENDA

- **Discuss the challenge Atlassian faced with behavioral data aggregation & personalized post-event communications**
- **Share the trip reports aka “the secret sauce” for Atlassian post-event communications**
- **Review the results & benefits of personalized content**

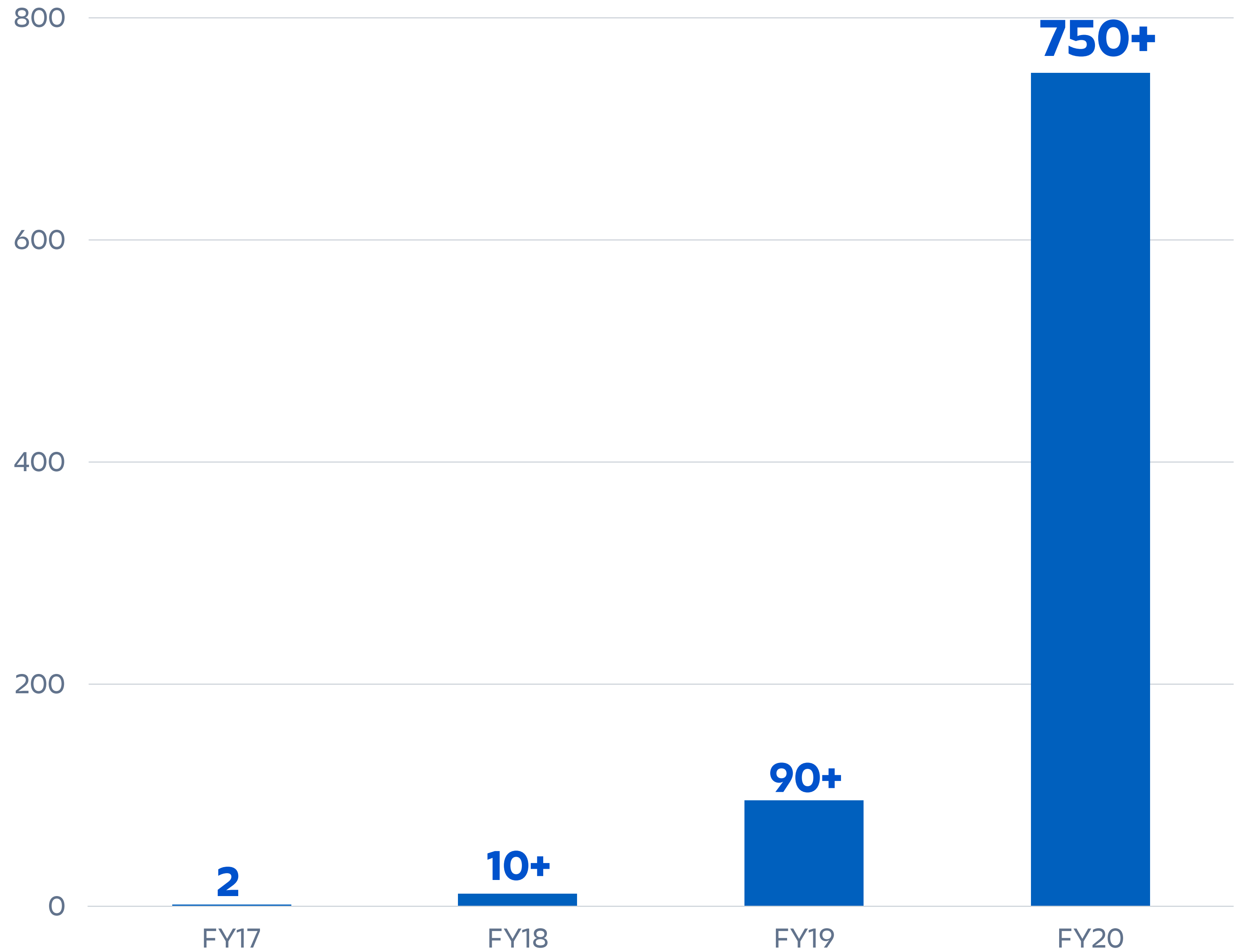


The Challenge at Atlassian

YEAR-OVER-YEAR GROWTH



700%+
growth YoY



EVENT STRATEGY NORTH STAR

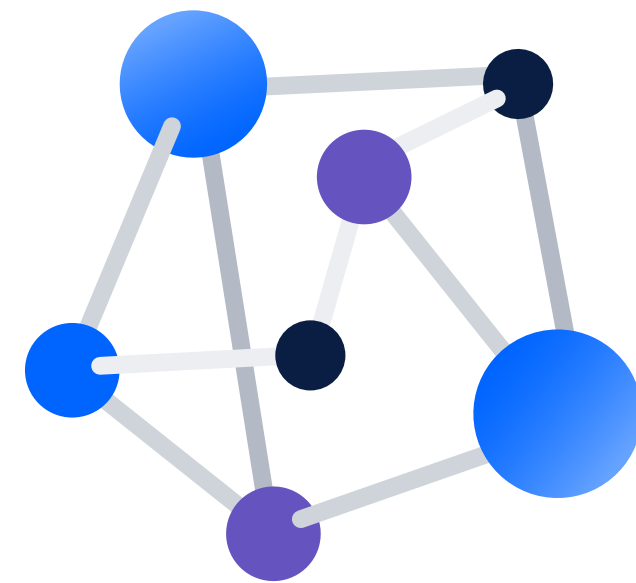
Provide the **framework and tools** that equip the Global Events & Field Marketing team to make **data-driven decisions** on what events we do, why we participate in each, who our target audience is, and how the programs impact the business.



Challenges



**Data, data,
data!**



**Integration of
tools**



**Automation of
dashboards**



**Personalized
content post-event**

INDEPENDENT DATA = SILIOED INSIGHTS



MANUAL EVENT ANALYSIS

Spreadsheets

The team would use individual spreadsheets to house all the data and dashboards.

Pivot Tables

Pivot tables would be used to connect sources and try and assess trends.

No Insights on Cohorts

Due to disparate data sources the team had no insights on specific cohort's journeys at the event.

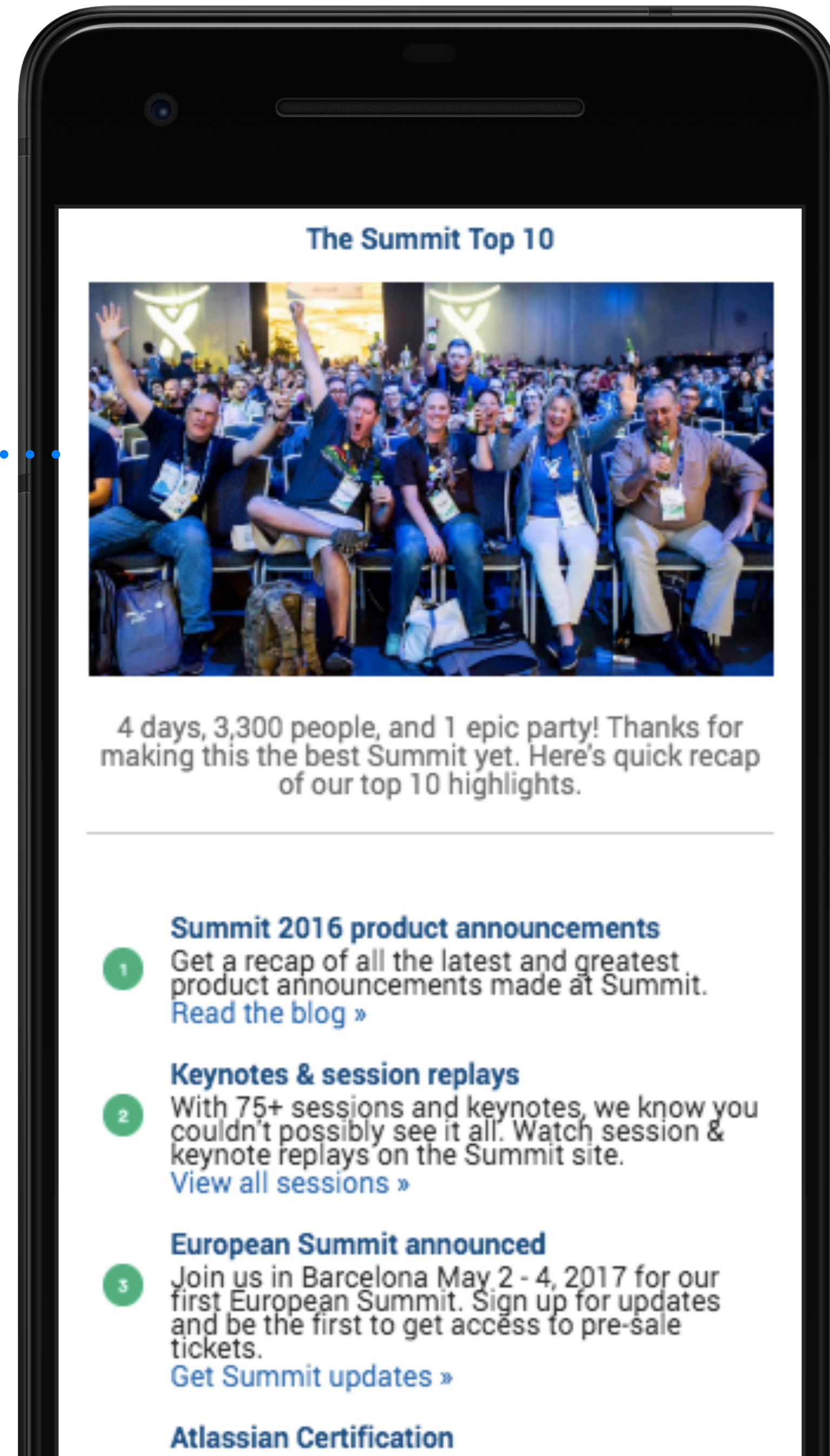
The screenshot displays the Microsoft Query Editor interface. The title bar reads "Products - Query Editor". The ribbon includes tabs for "File", "Home", "Insert", and "View". The "Home" tab is active, showing various data manipulation options such as "Apply & Refresh", "Remove Top Rows", "Remove Columns", "Remove Errors", "Remove Duplicates", "Remove Alternate Rows", "Keep Top Rows", "Keep Range", "Sort", "Split Column", "Group By", "Replace Values", "Fill Down", "Transform", "Unpivot", "Merge Queries", and "Append Queries". The formula bar shows the query source: "= Source([Name="Products"])[Data]". The main area displays a table with columns labeled "Column1" through "Column5". The data includes product names, category IDs, quantities, and unit prices. A context menu is open over the first row, listing actions like "Use First Row As Headers", "Remove Errors", "Insert Custom Column...", "Insert Index Column", "Keep Top Rows...", "Keep Top 100 Rows", "Keep Range of Rows...", "Remove Top Rows...", "Remove Alternate Rows...", "Merge...", and "Append...". On the left, a "Navigator" pane shows a tree view with "Products and Orders..." expanded to "Products". On the right, a "Query Settings" panel is visible, showing "PROPERTIES" (Name: Products, Description) and "APPLIED STEPS" (Source). The "LOAD SETTINGS" section at the bottom right has "Load to worksheet" checked and "Load to Data Model" unchecked. The status bar at the bottom left says "READY" and the bottom right says "PREVIEW DC".

Column1	Column2	Column3	Column4	Column5
	CategoryID	QuantityPerUnit	UnitPrice	
		1	10 boxes x 20 bags	18
		1	24 - 12 oz bottles	19
		2	12 - 550 ml bottles	10
		2	48 - 6 oz jars	22
		2	36 boxes	21.35
		2	12 - 8 oz jars	25
		7	12 - 1 lb pkgs.	30
		2	12 - 12 oz jars	40
		6	18 - 500 g pkgs.	97
		8	12 - 200 ml jars	31
		4	1 kg pkg.	21
		4	10 - 500 g pkgs.	38
		8	2 kg box	6
		7	40 - 100 g pkgs.	23.25
		2	24 - 250 ml bottles	15.5
		3	32 - 500 g boxes	17.45
		6	20 - 1 kg tins	39
		8	16 kg pkg.	62.5
		3	10 boxes x 12 pieces	9.2
		3	10 boxes x 12 pieces	9.2
		3	10 boxes x 12 pieces	9.2

STANDARD POST-EVENT COMMUNICATIONS

One Email Fits All

We sent a generic email post-event to all customers, highlighting our event highlights - not theirs.



The Summit Top 10



4 days, 3,300 people, and 1 epic party! Thanks for making this the best Summit yet. Here's quick recap of our top 10 highlights.

Summit 2016 product announcements

1 Get a recap of all the latest and greatest product announcements made at Summit. [Read the blog »](#)

Keynotes & session replays

2 With 75+ sessions and keynotes, we know you couldn't possibly see it all. Watch session & keynote replays on the Summit site. [View all sessions »](#)

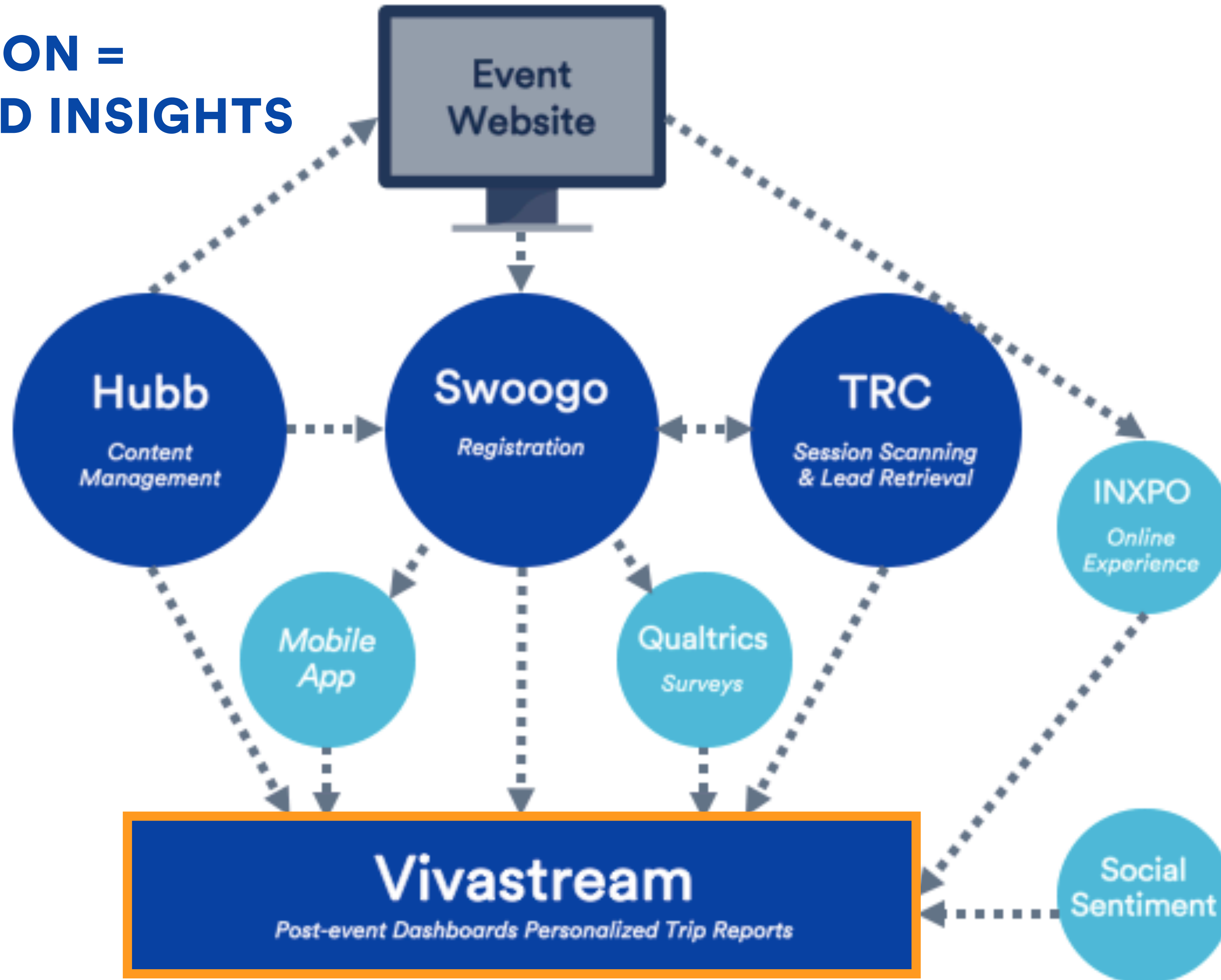
European Summit announced

3 Join us in Barcelona May 2 - 4, 2017 for our first European Summit. Sign up for updates and be the first to get access to pre-sale tickets. [Get Summit updates »](#)

Atlassian Certification

The Secret Sauce

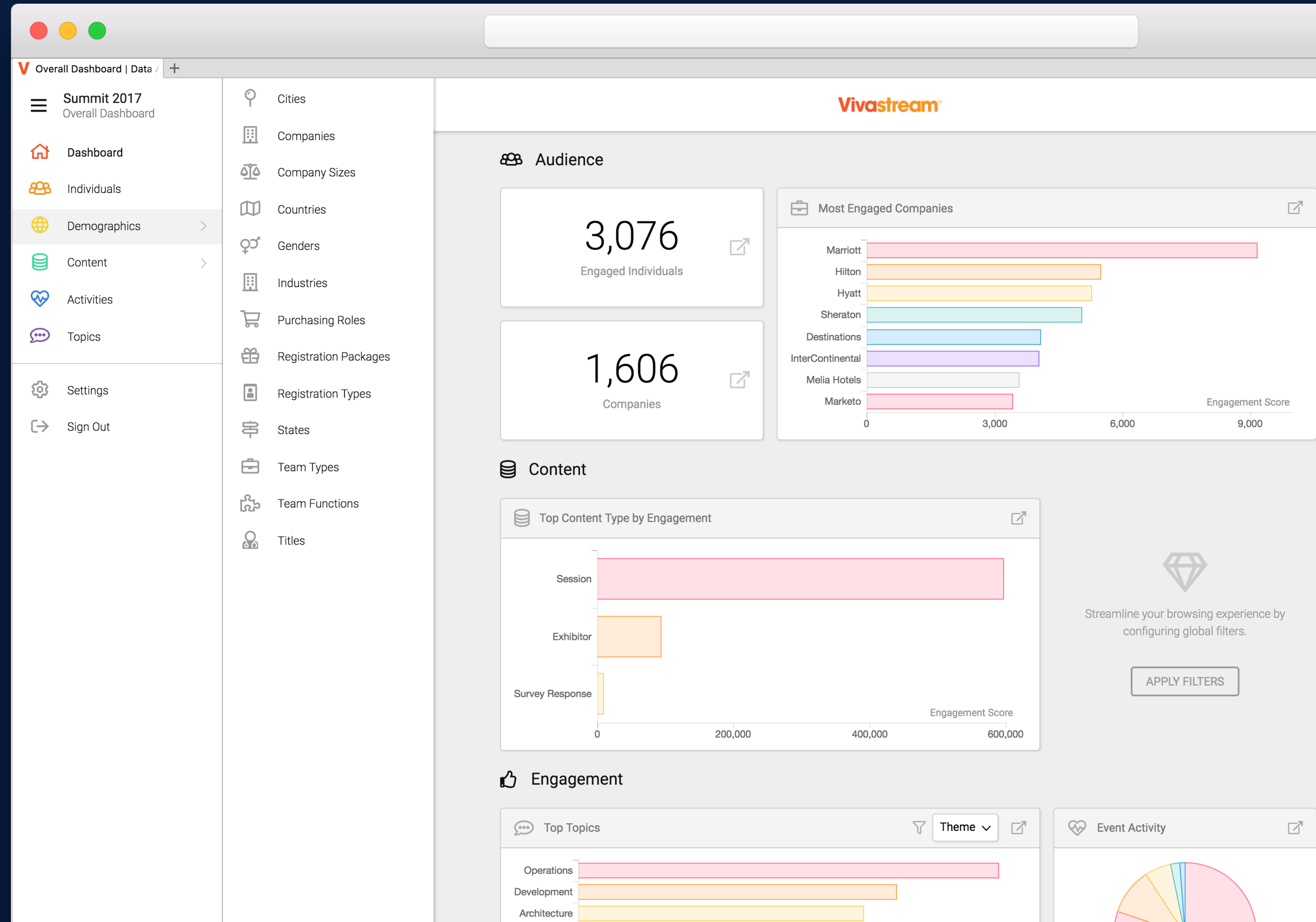
INTEGRATION = ORGANIZED INSIGHTS



AUTOMATED EVENT ANALYTICS & INSIGHTS

Overall Event Insights

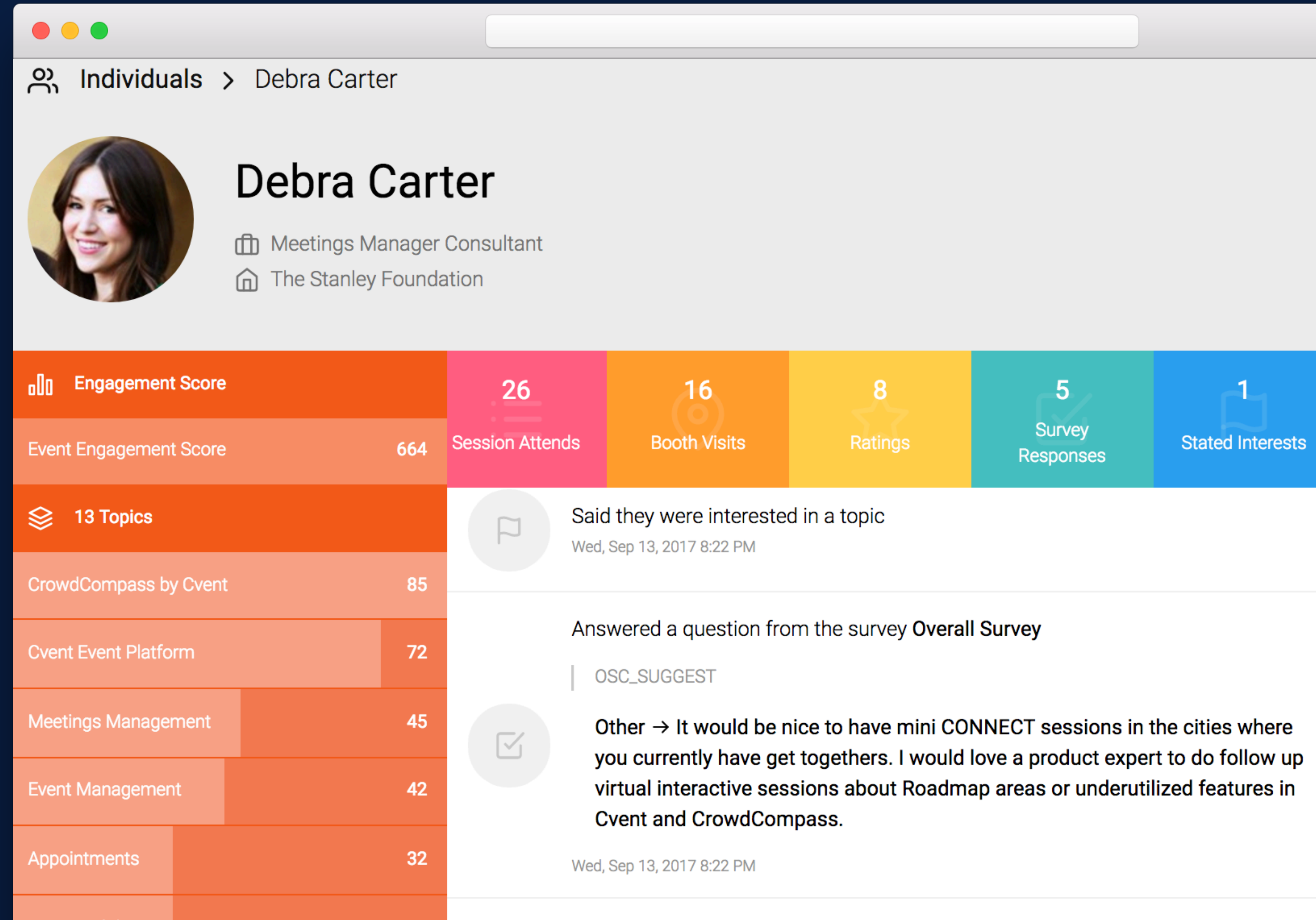
- Robust, Single View Dashboards
- Trend & Theme Analysis
- Integrated Insights



AUTOMATED EVENT ANALYTICS & INSIGHTS

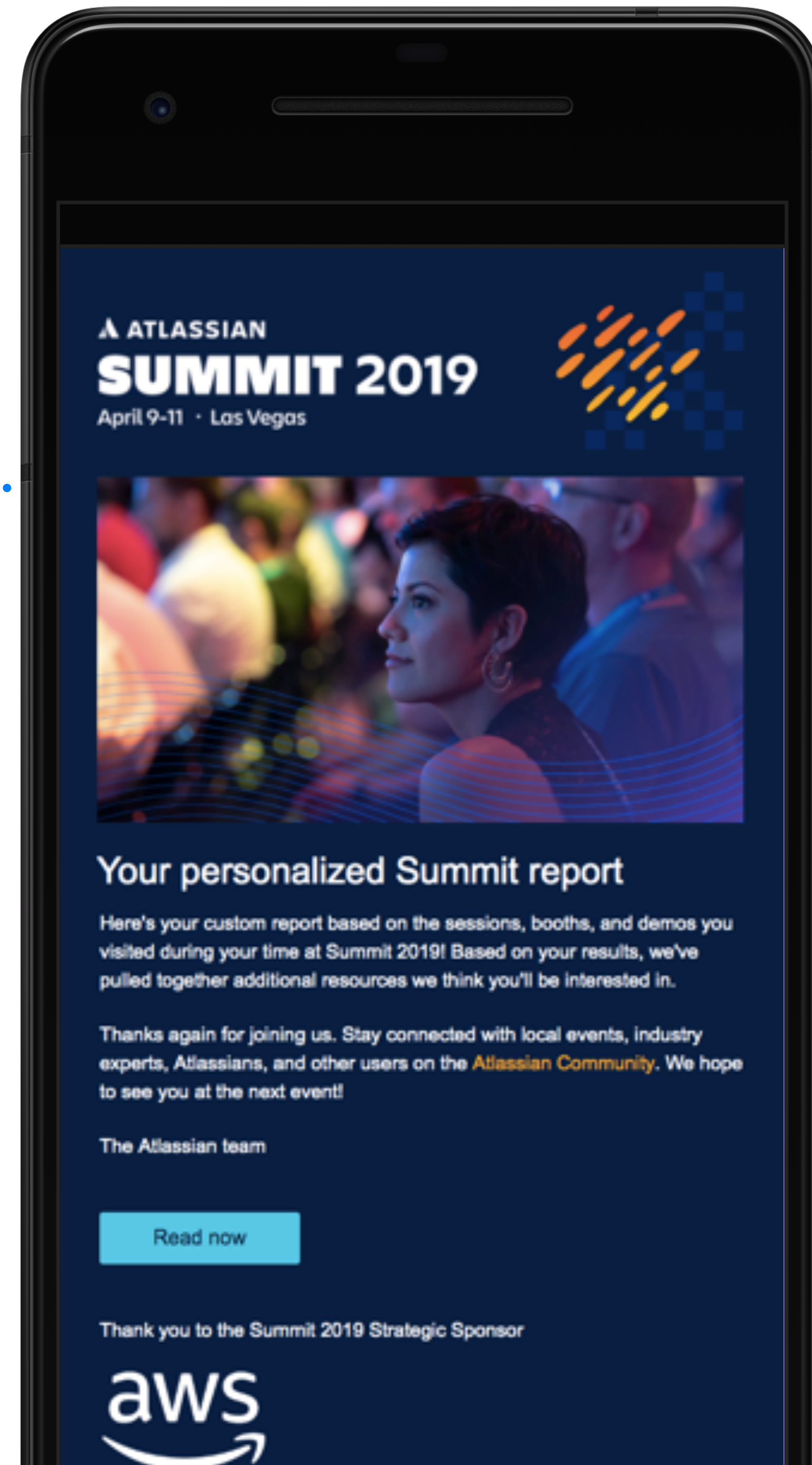
Individual Attendee Insights

- Engagement Scores = Customer Engagement Index
- Sessions Attended
- Topics Engaged Around
- Account Level Behavior



PERSONALIZED POST-EVENT COMMUNICATIONS

Simple Email, each with a clear CTA to a [personalized trip report](#)



Results

1100%

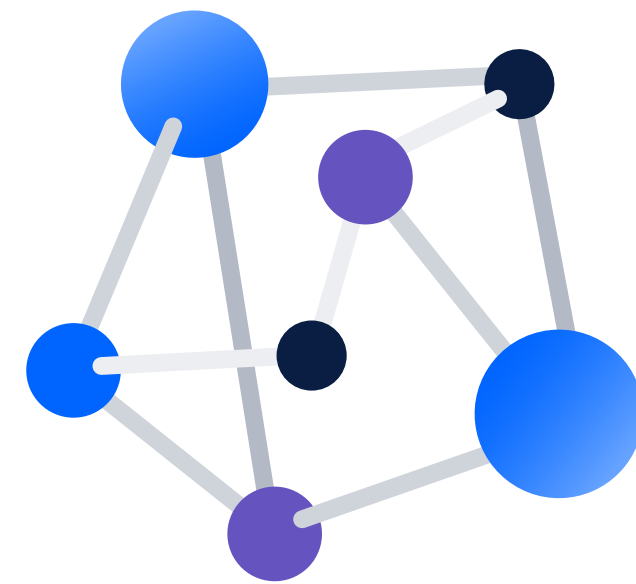
Increase in Content Engagement
& a 12% increase in the OR

Attendee Benefits



Valuable Recap

Provides cohesive picture of customer journey and content engaged with



Sharable

Shareable reports for managers and team members to see the benefits & content



Continues the Conversation

Personalized, continued dialogue with recommended resources



We Listen

Acknowledgement that we listened to interests & objectives for the program

Benefits Back to the Business



Actionable Data

Actionable learnings
on the individual
level



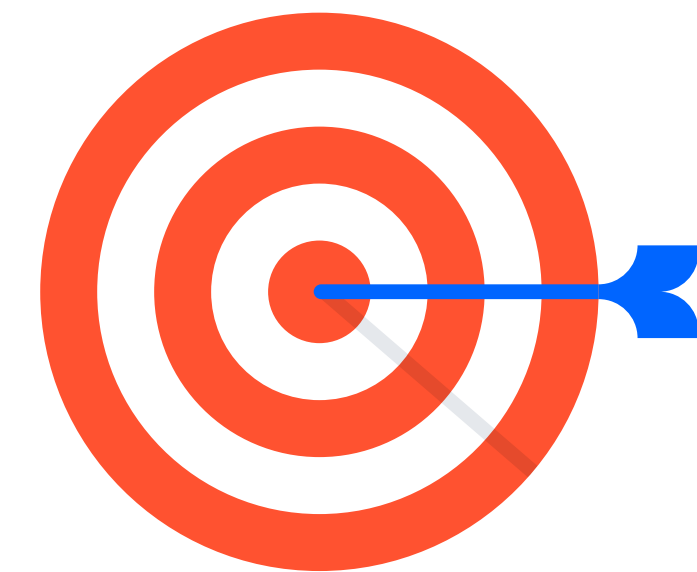
Promoted Curated Content

Promotes relevant
products based on
behavior not
anecdotal



Justifies Event

Value add to
attendees to help
justify attending to
management



Data-driven Decisions

Acknowledgement
that we listened to
interests & objectives
for the program

“

This is fantastic – thank you! I love the role that data is playing with our events strategy.

ROBERT CHATWANI, ATLISSIAN, CMO



Questions?



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