

Hyper-Personalization:

Using Data to Elevate Events and Prove ROI

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CEMA Summit 2018
July 24, 2018



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TODAY'S DISCUSSION

1. Your Challenges

Facing reality and defining your mission

2. Data, Data, and More Data

Getting holistic about your data challenges and opportunities

3. An Actionable Solution

Developing a system of capabilities to drive success

4. Benefits & Simple Examples of Success

Hey! This actually works!



[

YOUR CHALLENGES

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EVENT MARKETERS FACE TOUGH CHALLENGES

The Situation

Internal battle for marketing dollars across different channels

Events and brand experiences are under increasing pressure to prove value

Events are being disrupted, and the dynamics are rapidly changing

Your job is to prove the value of events in an increasingly competitive landscape, and use the data you have to make them even better!

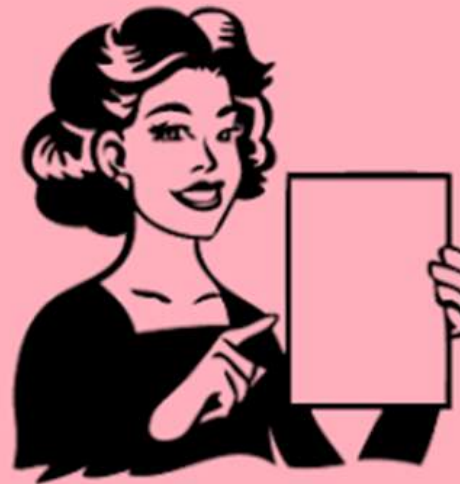


As experiential marketers,
we know events create business value!



But can you *prove* it?

And here's a list of all the shiny new insights from my agency!



KEY QUESTIONS

AUDIENCE INSIGHTS

Are you reaching the right
people with the right
experiences?



KEY QUESTIONS

EXPERIENCE PERSONALIZATION

Are your experience
personalization and attendee
engagement strategies
effective?



KEY QUESTIONS

TECHNOLOGY ECOSYSTEM

Do you have the right
technology in place to
support your event
objectives?

PERSONALIZATION

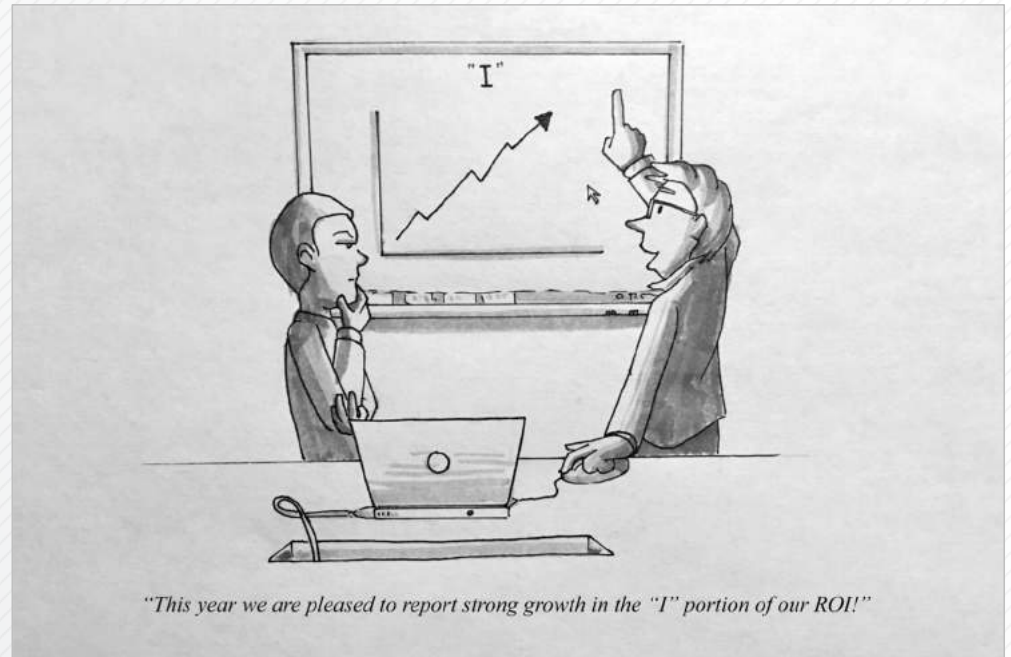
Conference Attendee Realizes His Second
Screen Experience Is Just Like the First



KEY QUESTIONS

EXPERIENTIAL ROI

How do your events and experiences impact the business?



[DATA, DATA, AND MORE DATA]



DATA, DATA, DATA, AND MORE DATA!

I'm so glad we're not the only ones
who don't know what to do with
all this data!



#GPJINSIGHTS



THE NEW DATA IS NOT THE SAME AS THE OLD DATA

Corporate Marketing

"Digital" CRM Data
BIG SILO

- Personae
- Prospect & Buyer Profiles
 - Individual
 - Account
- CRM Account & Profiles Data
- Marketing Automation Campaigns
- Multi-Channel Advertising

Digital Marketing

Incomplete Profile Data

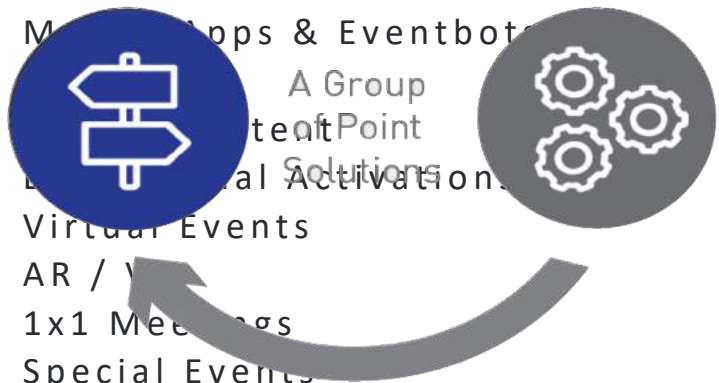
- Social Media
- Email Marketing
- Content Marketing Campaigns
- Website Engagement
- Webcasts



Experiential Marketing

Event Data
COLLECTION OF SILOS

- Registration
- Attendee Tracking
 - Leads
 - Sessions
 - Demographics
 - Movement (Beacon, WiFi)
- Mobile Apps & Eventbots
- A Group of Point Solutions
- Digital Activation
- Virtual Events
- AR / VR
- 1x1 Meetings
- Special Events



Hyper-Personalization:
Using Data to Elevate Events and Prove ROI



SUMMARY OF COMMON BUT CRITICAL PROBLEMS

1.

Getting your data in a state where you can do something with it

2.

Developing a model for accurately measuring event effectiveness and ROI

3.

Creating a framework for deriving actionable insights from your data

4.

Building the capabilities necessary to deliver more personalized experiences that improve results



[AN ACTIONABLE SOLUTION]



A SYSTEM OF CAPABILITIES TO DRIVE SUCCESS

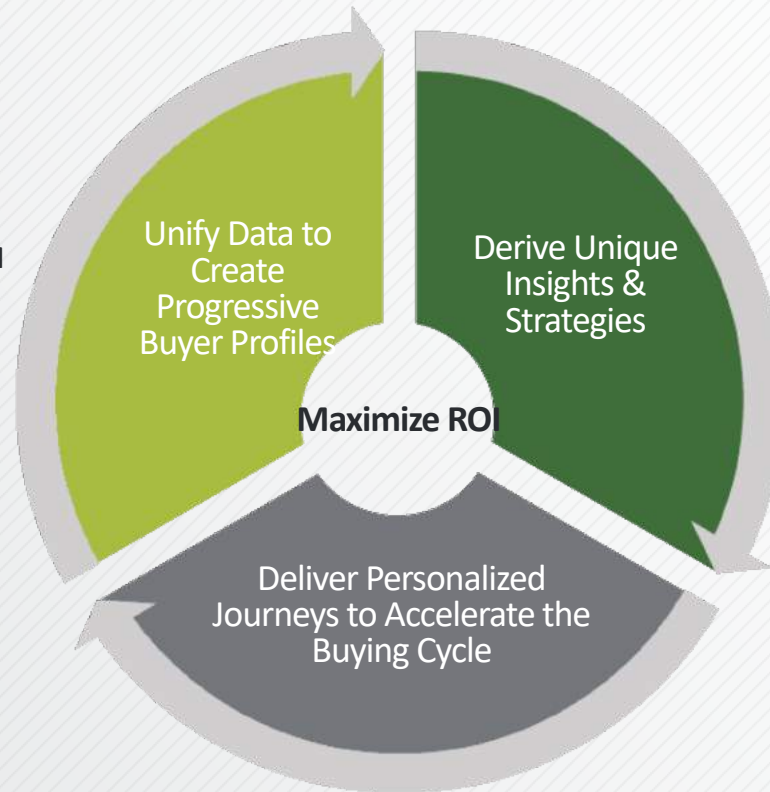
The key components of Data-Driven Experiential Marketing

Data Unification

- Integrate Isolated Experiential Data Sets
- Map to Prospect & Buyer Profiles
- Pair with Digital Campaign and CRM Data

Personalized Delivery

- Technology & Systems Integration
- Proper Experience Instrumentation
- Enable Real-Time Experience Personalization



Experiential Analytics

- Enhance and Enrich Data
- Apply Sophisticated Analytical Models & Techniques
- Derive Strategic and Behavioral Insights

Informed Experience Design

- Physical and Digital Engagement
- Omni-Channel
- All Experiences Over Time



There are *huge* benefits to getting
this right!



[BENEFITS & SIMPLE EXAMPLES OF SUCCESS]



KEY BENEFITS

AUDIENCE INSIGHTS

- Optimize audience segmentation and targeting strategies
- Fine-tune messaging and positioning
- Maximize audience generation

CASE EXAMPLE

Challenge

- Global technology provider
- Combining multiple events into one
- How to design experience for aggregate audience?

Solution

- Analyze audience composition across events
- Develop behavioral personae
- Map learning styles and content preferences

Results

- Exceeded client goals for new event audience size
- Captured high retention of legacy audience
- Durable personae model drives personalization



KEY BENEFITS

EXPERIENCE PERSONALIZATION

- Inform experience design and engagement strategies
- Enable ID-level experience personalization
- Maximize attendee value

CASE EXAMPLE

Challenge

- Consumer products company
- Concerned about randomness of engagement
- How to create an impactful internal sales event?

Solution

- Analyze attendee engagement and behavior
- Develop multi-variate engagement index
- Map index scores to sales results to gauge impact

Results

- Derived strong correlation of engagement to sales
- Reimagined event experience in following year
- Drove higher team motivation and sales results



KEY BENEFITS

TECHNOLOGY ECOSYSTEM

- Better integrate technology systems and data stores
- Capture and share marketing intelligence across key systems
- Reduce attendee friction
- Enable the delivery of personalized journeys

CASE EXAMPLE

Challenge

- Global SaaS provider
- Events disconnected from sales and marketing
- How can events inform sales/marketing activities?

Solution

- Create an index to score event engagement
- Integrate engagement index with CRM & MA
- Increase personalization to optimize index scores

Results

- Correlated event elements with MA / Sales results
- Modified event strategies for more personalization
- Drive increased sales through enhanced events



KEY BENEFITS

EXPERIENTIAL ROI

- Improve transparency
- Generate unique insights
- Provide the data necessary to quantify business impact and prove ROI

CASE EXAMPLE

Challenge

- Global software provider
- Client uncertain about value of events
- Need to prove and quantify the value of events

Solution

- Evaluate data from largest annual conference
- Compare attendee vs. non-attendee cohorts
- Analyze sales results during 180 days post-event

Results

- Attendee post-event contract value was 2.3x higher
- Overall attendee account value grew to 6x greater
- Now applying analysis across entire event portfolio



KEY BENEFITS

ELEVATE EVENTS

1. Better integrate experiential programs into broader marketing campaigns;
2. Increase the overall effectiveness of all marketing and sales activities;
3. Elevate events and experiential marketing to a more strategic component of the overall marketing mix.



[

QUESTIONS?

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THANK YOU

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