



CLIENT CASE STUDY:

Industry Sector: Safety & Security

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Easyfairs North Africa
 - Exhibition: Secura North Africa
 - Target Audience: Professionals in the field of industrial, commercial security, worker safety, firefighting and cybersecurity.
 - Challenge/Objectives: Drive increased registrations and visitors and increase pre-reg conversion
 - Registration Partner: Visit by GES
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Gleanin Results

- Social Registrants: 12% of all registrants registered socially
 - Marketing referral: 25% of all registrants chose to advocate for the show via Gleanin in some way either by broadcasting to their network, inviting people from their network or emailing contacts directly
 - Gleanin Registrations: More than 11% of all registrations came as a result of referrals via the Gleanin platform
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Don't take our word for it ...

“You never get a second chance to make a first impression. And this is more than the case in the Exhibition industry. When we decided to launch a new Safety & Security show in Algeria, we knew that it was extremely important to have a broad visibility on the social networks as the topic is multi-sectorial. Gleanin played an amplifier role along with our online marketing campaign and allowed us to increase our visibility and credibility among all the targeted visitors.”

Olivier Hicham-Allard,
Managing Director,
Easyfairs Northheral

ABOUT GLEANIN

Gleanin makes it radically easy for you to get social with your targeted audiences. Our referral marketing platform, Gleanin Connect, for event professionals, puts the power of influence and advocacy in the hands of your registrants and exhibitors through transparent opt-in social referrals and social network connections.

To learn how Gleanin can help you expand your social reach easily and confidently, visit www.gleanin.com or email hello@gleanin.com.

