



CLIENT CASE STUDY:

Industry Sector: Travel & Tourism

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Centaur Media
- Exhibition: Business Travel Show
- Target Audience: Business Travel Professionals
- Challenge/Objectives: Drive increased registrations and visitors and increase pre-reg conversion
- Registration Partner: Visit by GES



Gleanin Results

- Social Registrants: More than 13% of all registrants registered socially
- Marketing referral: Over 17% 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: 7% of all registrations came as a result of referrals via the Gleanin platform

Don't take our word for it ...

"I found Gleanin to be both simple to implement and effective in delivery, with statistics to back up sentiment."

Joe Walter,
Marketing Manager,
Centaur Media

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.

