



# CLIENT CASE STUDY:

## Industry Sector: Travel & Tourism

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### The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



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## The Client

- Organiser: Centaur Media
- Exhibition: Travel Technology Europe
- Target Audience: Hotel and travel technology professionals
- 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: More than 14% of all registrants registered socially
- Marketing referral: Over 16% 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 6% of all registrations came as a result of referrals via the Gleanin platform

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## 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

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## 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](http://www.gleanin.com) or email [hello@gleanin.com](mailto:hello@gleanin.com).

