



CLIENT CASE STUDY:

Industry Sector: Manufacturing

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Manufacturing Technologies Association
- Exhibition: MACH 2018
- Target Audience: Key decision makers attracted from across the UK's manufacturing sectors.
- Challenge/Objectives: Drive increased registrations and visitors and increase pre-reg conversion
- Registration Partner: Visit by GES



Gleanin Results

- Social Registrants: More than 6% of all registrants registered socially
 - Marketing referral: Over 12% 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: 6.11% of all registrations came as a result of referrals via the Gleanin platform
 - Conversion: Gleanin registrants converted to attendees 4% higher than the conversion rate for registrants as a whole.
-

Don't take our word for it ...

“We were very impressed with Gleanin – this system is the logical evolution for advocating our event and reaching our visitor base via social media channels. The reports and support provided were excellent and the tangible results are clear to see in the conversion rate and the attributable registrations; it works!”

Nicola Harrison,
Marketing Manager,
Manufacturing Technologies Association

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.

