



CLIENT CASE STUDY:

Industry Sector: Information Technology

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- **Organiser:** Diversified Communications UK
- **Exhibition:** SITS (The Service Desk & IT Support Show)
- **Target Audience:** IT Service Management Professionals
- **Challenge/Objectives:** Drive increased registrations and visitors and increase pre-reg conversion
- **Registration Partner:** Jonas



Gleanin Results

- Social Registrants: More than 9% of all registrants registered socially
- Marketing referral: Over 14% 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: 7.65% of all registrations came as a result of referrals via the Gleanin platform
- Conversion: Gleanin registrants converted to attendees more than 7% higher than the conversion rate for registrants as a whole.

Don't take our word for it ...

“Gleanin was a great tool for our event – easy to implement and cost-effective. We got weekly reports from the Gleanin team as to how the tool was performing, and regular ‘prompts’ as to how we can best utilise it.”

Becky Webb,
Marketing Manager,
Diversified Communications

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.

