



# CLIENT CASE STUDY:

## Industry Sector: Food & Drink

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### The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



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## The Client

- Organiser: Fresh Montgomery
  - Exhibition: IFE 2017
  - Target Audience: Food and drink retailers, wholesalers, distributors, importers, hospitality, foodservice and manufacturers
  - 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 6% of all registrants registered socially
- Marketing referral: More than 19% 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: 8.7% of all registrations came as a result of referrals via the Gleanin platform
- Conversion: Gleanin registrants converted to attendees 5.53% higher than the conversion rate for registrants as a whole.

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## Don't take our word for it ...

“It was the first time I had used Gleanin. I feel we had good results – clearly the power of the personal invitation / referral is something all marketers need to be utilising.”

Georgina Preston,  
Portfolio Marketing Manager,  
IFE

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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).

