



CLIENT CASE STUDY:

Industry Sector: Health & Beauty

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion

PROFESSIONAL beauty LONDON

The Client

- Organiser: Trades Exhibitions
 - Exhibition: Professional Beauty London
 - Target Audience: Trade professionals from the beauty industry including senior buyers, salon owners, make-up artists, nail technicians and spa 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: 5% of all registrants registered socially
- Marketing referral: 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: 8.4% of all registrations came as a result of referrals via the Gleanin platform
- Conversion: Gleanin registrants converted to attendees at 51% - 5% higher than the conversion rate for registrants as a whole.

Don't take our word for it ...

“The addition of Gleanin to our N200 registration system has enabled us to increase our event presence on social media, speed up registration time for our visitors and assist with the conversion of our pre-reg to attendees - all at a very affordable price. The current module is simple to implement, with a straightforward process to set up and an easy step-by-step guide to train the team. The ROI from Gleanin v's other methods of marketing to obtain registrations demonstrated an opportunity to reduce CPA”

Chloe Skilton,
Marketing Director,
Professional Beauty

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.

