



CLIENT CASE STUDY:

Industry Sector: Health & Safety

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Western Business Exhibitions
 - Exhibition: The Health & Safety Event
 - Target Audience: H&S professionals from industrial, commercial, construction and public sectors
 - 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: 5.7% of all registrants registered socially
- Marketing referral: More than 13% 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% of all registrations came as a result of referrals via the Gleanin platform
- Conversion: Gleanin registrants converted to attendees at 60% - 10% higher than the conversion rate for registrants as a whole.

Don't take our word for it ...

“We have worked with Gleanin across a number of shows over the last two years. In this time we have seen excellent results from both those registered socially and through referrals and we hope for continued success as we head towards our 3rd year of shows together.”

James Mullender,
Audience Marketing Executive,
Western Business Exhibitions

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.

