



CLIENT CASE STUDY:

Industry Sector: Packaging

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Easyfairs UK & Global
- Exhibition: Packaging Innovations & Luxury Packaging London
- Target Audience: Packaging specialists from Retailers and Brand Owners
- Challenge/Objectives: Drive increased registrations and visitors and increase pre-reg conversion
- Registration Partner: Visit by GES

Gleanin Results

- Social Registrants: 8.21% of all registrants registered socially
- Marketing referral: 18% 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 attendee higher than the overall show conversion by more than 10%



Fun fact!

Two celebrities registered and attended the show as a result of being advocated to via the Gleanin software!

Don't take our word for it ...

“Customer advocacy is an increasingly key area that we want to improve, and GleanIn provides us a really easy and powerful way to do this. We are delighted with the results we are having across all our shows!”

Alison Church,
Marketing Director,
Easyfairs UK & Global

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.

