



CLIENT CASE STUDY:

Industry Sector: Transport

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Smarter Shows
 - Exhibition: Electric & Hybrid Vehicle Technology Expo US
 - Target Audience: Automotive OEM's, Component & Material Suppliers, Engineering Services, Consultants, Battery Manufacturers, Power Management
 - 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: 19% of all registrants registered socially
- Marketing referral: More than 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: More than 6% of all registrations came as a result of referrals via the Gleanin platform
- Conversion Rates: Gleanin registrants converted to attendees at a 15% higher rate than the conversion rate for registrants as a whole.

Don't take our word for it ...

“Gleanin is a fantastic way to reach new audiences and spread the word!”

Chloe Griffin
Marketing Manager
Smarter Shows

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.

