

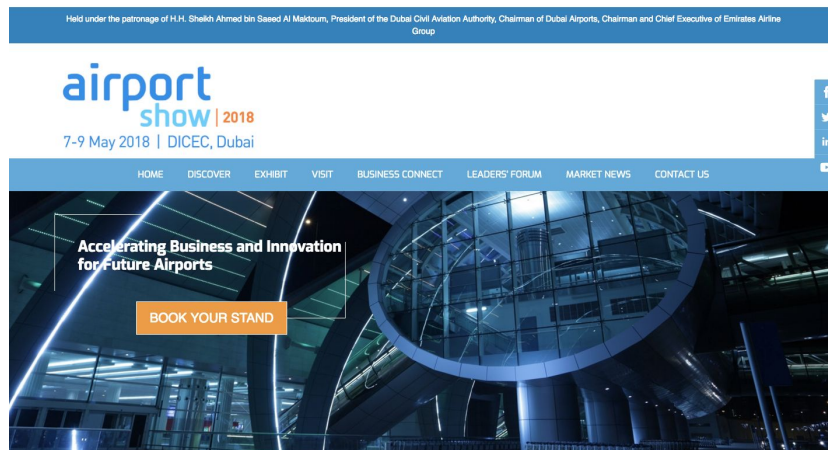


CLIENT CASE STUDY:

Industry Sector: Transport

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



The Client

- Organiser: Reed Exhibitions
 - Exhibition: The Airport Show
 - Target Audience: Professionals from within the airport and aviation sector including airlines, airports, airport authorities, airport security, cargo/freight companies, governments, ground handling staff, Civil Aviation Authorities, maintenance and facilities 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: 12% of all registrants registered socially
 - Marketing referral: More than 26% 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 8.8% of all registrations came as a result of referrals via the Gleanin platform
 - Conversion: Gleanin registrants converted to attendees at 1.5% higher than the conversion rate for registrants as a whole.
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Don't take our word for it ...

“We had a great experience using Gleanin to boost our registrations this year. Its simple setup meant we were up and running quickly with no problems adding it to our registration page. We are certain that more of our audience will use the tool to connect with peers next edition.”

Nicki Wyatt,
Senior Marketing Manager,
Reed Exhibitions Middle East

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.

