



CLIENT CASE STUDY:

Industry Sector: Utilities

The Challenge

Drive increased registrations and visitors and increase pre-reg conversion

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New speakers on board!
NEW! speakers
Key enablers from the industry helping to orchestrate change will be speaking at European Utility Week.

The Client

- Organiser: Clarion
- Exhibition: European Utility Week
- Target Audience: All levels of the utility value chain from technology giants to startups and from senior-level experts to young talent.
- Challenge/Objectives: Drive increased registrations and visitors and increase pre-reg conversion
- Registration Partner: Visit by GES

Gleanin Results

- Social Registrants: 11.5% of all registrants registered socially.
- Marketing referral: More than 14.6% 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: 6.4% of all registrations came as a result of referrals via the Gleanin platform.
- Conversion: Gleanin registrants converted to attendees 2% higher than the conversion rate for registrants as a whole.

Don't take our word for it ...

“Gleanin is a great tool to help us extend our reach to our audience and the network of our audience. This happens via the social registrations offered by Gleanin. Our attendees find it interesting to have this tool available as their registration process is easier – they link it to their social media profiles and it is easier for them to share their registration with their network via e-mail or social media. Bottom line is that we get more registrations using Gleanin!!”

Joana Silva,
Digital Marketing Manager,
Clarion

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.

