



CLIENT CASE STUDY:

Gleanin Proves ROI And Boosts Registrations Across UBM's EMEA Portfolio

Govind Sharma, director of technology at UBM in London, is responsible for all the firm's customer-facing technologies, including the event websites, registration software, attendee-acquisition tools, and other platforms. While social media has been an important marketing channel, "we're not always able to prove the ROI of this channel in terms of conversions or the value it brings to UBM events," he says. Gleanin's social referral platform addresses ROI and provides UBM with other valuable benefits as well.

Data and attribution

Gleanin, which integrates with an event's registration platform, provides UBM with a range of data points, specifically the percentage of registrations attributed to social referrals and the individuals to whom the registrations can be attributed) "With Gleanin, we are able to absolutely measure the active social referrals and the impact it has on our events," Sharma explains. However, there is another major benefit. "The quality of the attendees is better if the attendees themselves have invited them," he adds.

Frictionless results

Using Gleanin, UBM enjoys a four to five percent (on average) increase in registrations across its events in the EMEA region. "That's an important percentage coming purely from implementing a tool in the right way," Sharma says. Because Gleanin doesn't depend on social media alone—attendees can invite colleagues via email—it's effective whether registrants are social media users or not. Plus Gleanin is integrated into the attendee journey.

“We don’t need to direct people to the tool. It is part of the registration flow,” Sharma explains.

Benefits of partnership

As an advocate for performance, Sharma is interested in improving results. For example, “the referrals are coming more from email than social, so we're doing some work with the Gleanin team to improve that area,” he says. A good working partnership has benefitted both UBM and Gleanin. “As a big company, we do enjoy a lot of flexibility working with vendors, but Gleanin, in particular, has been listening to our requirements and has always improved or enhanced the product to meet our needs.”

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.

