



# CLIENT CASE STUDY:

## Industry Sector: Information Technology

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### The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



## The Client

- **Organiser:** GovNet
  - **Exhibition:** Blockchain Live 2019
  - **Target Audience:** Blockchain innovators, investors, UK industry leaders, tech pioneers and blockchain newcomers
  - **Challenge/Objectives:** Drive increased registrations and visitors and increase pre-reg conversion
  - **Registration Partner:** Jonas
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## Gleanin Results

- Social Registrants: More than 11% of all registrants registered socially
- Marketing referral: More than 24% 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: 8% of all registrations came as a result of referrals via the Gleanin platform
- Conversion: Gleanin registrants converted to attendees more than 5% higher than the conversion rate for registrants as a whole.

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## Don't take our word for it ...

“Our strategy from the outset was to use social media to generate more reg than ever before at a GovNet exhibition. Historically email has been the primary driver for registrations . Gleanin gave GovNet an excellent opportunity to use our already engaged audience to create both buzz and registrations via social media. The results have created new data, reg we wouldn't have reached otherwise and are a great stepping-stone towards creating a community. The latter of which is an integral objective of any successful event.”

Babak Daemi,  
Head of Marketing,  
GovNet Exhibitions

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## 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](http://www.gleanin.com) or email [hello@gleanin.com](mailto:hello@gleanin.com).

