



## CLIENT CASE STUDY:

### **Industry Sector: Index Saudi Arabia**

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#### The Challenge

Drive increased registrations and visitors and increase pre-reg conversion



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## The Client

- Organiser: DMG Events
- Exhibition: Index Saudi Arabia
- Target Audience: Interior designers, architects, project managers and procurers
- Challenge/Objectives: Drive increased registrations and visitors and increase pre-reg conversion
- Registration Partner: In-house



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## Gleanin Results

- Social Registrants: More than 13% of all registrants registered socially
- Marketing referral: More than 38% 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: Over 7% 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 ...

“In a country with some of the highest internet and social media penetration in the world, it was an essential part of our marketing strategy to ensure our attendees were engaged online. Gleanin was a great tool for allowing an organic word-of-mouth style of marketing that was of benefit to our attendees and us in engaging the community and making people aware of this new event.”

James Bury,  
Marketing Manager,  
DMG Events

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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).

