



# CLIENT CASE STUDY:

## Industry Sector: Transport

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### The Challenge

Drive increased registrations and visitors and increase pre-reg conversion

# Traffex

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## The Client

- Organiser: Hemming Group
  - Exhibition: Traffex 2019
  - Target Audience: Senior executives and procurement teams from the whole spectrum of the sector, including local, regional and central government. Visitors also included a vast array of tier one contractors, transport operators, technology investors and specifiers throughout the supply chain.
  - 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: 4% of all registrants registered socially
  - Marketing referral: More than 11% 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: 8.12% of all registrations came as a result of referrals via the Gleanin platform
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## Don't take our word for it ...

Gleanin outperformed my expectations in two important ways: Firstly, the ROI was superb. As a mechanism to deliver more pre-registrations at a relatively low cost per visitor, I was delighted by the contribution. Secondly, following a post-show analysis of audience composition, we discovered that 75% of Gleanin attributed visitors were new to us. Event marketers face an increasingly tough task when it comes to attracting fresh names through the doors, so this made a significant positive difference in achieving that goal..”

Will Broadfoot,  
Managing Director,  
Footfall Events & Marketing Ltd

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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).

