

splash

P R E S E N T S

It's a Match!

**Meet the Guide (to Integrated
Event Data) of Your Dreams**

USING TECHNOLOGY CONNECTIONS TO BUILD LONG-TERM
RELATIONSHIPS & DRIVE BUSINESS RESULTS

Table of Contents

YOU HAVE A NEW CONNECTION! LET'S GET ACQUAINTED

4

"IT'S COMPLICATED" DOESN'T HAVE TO BE YOUR RELATIONSHIP STATUS WITH INTEGRATIONS

8

WHAT IS AN INTEGRATION? 9

WHAT ARE THE TYPES OF INTEGRATIONS? 9

——— MANUAL "INTEGRATIONS" 10

——— CUSTOM INTEGRATIONS 11

——— THIRD-PARTY CONNECTORS 11

THESE INTEGRATION BENEFITS WILL SWEEP YOU OFF YOUR FEET

12

SHOW EVENT VALUE WITH STRONG ROI REPORTING 13

ENABLE AND EMPOWER YOUR SALES TEAM 13

GUARANTEE DATA ACCURACY 14

SAVE TIME AND RESOURCES 14

ENSURE COMPLIANCE AND SECURITY 14

SCALE YOUR EVENT MARKETING DATA – FINALLY 15

HOW SALESFORCE GAINED FULL-FUNNEL EVENT DATA BY INTEGRATING WITH SPLASH 16

CRUSHING ON INTEGRATIONS YET? MAKE A MOVE BY COLLECTING THIS EVENT DATA

17

COLLECT ATTENDEE DATA BEFORE YOUR EVENT 18

COLLECT BEHAVIORAL DATA DURING YOUR EVENT 18

COLLECT FEEDBACK AND ACTIONS TAKEN AFTER YOUR EVENT 19

COLLECT ENGAGEMENT DATA BETWEEN YOUR EVENTS 20

IT'S LOVE AT FIRST SIGHT WITH THESE INTEGRATIONS**21**

TRACK YOUR ATTENDEE LIFECYCLE WITH SALESFORCE SALES CLOUD	23
MAKE AN IMPACT WITH MARKETO	24
NOTIFY YOUR WORLD WITH SLACK	25
EXPLORE POWERFUL INSIGHTS WITH ELOQUA	26
TAKE FAST ACTION ON EVENT LEADS WITH HUBSPOT	27
CONNECT TO ALL YOUR TECHNOLOGIES WITH ZAPIER	28
GET CUSTOM WITH AN API AND WEBHOOKS	29
PLUS, FLIRT WITH THESE OTHER SPLASH INTEGRATIONS	30

DROP THE L-BOMB ON AN EVENT MARTECH SOLUTION THAT'S DATA-SAVVY**31**

DO YOUR RESEARCH AND ASK THE RIGHT QUESTIONS	32
GET YOUR INTERNAL TEAMS INVOLVED EARLY	33
SELL THE BENEFITS INTERNALLY	33

DON'T LET YOUR EVENT MARKETING PROGRAMS LEAVE YOU BROKEN-HEARTED**34**

You have a new connection! Let's get acquainted.

1

I see we matched. I'd love to get to know you a bit more and explore where this relationship could go.

One thing I'm most passionate about is the power of human connection. It can unlock incredible opportunities — and I'm talking about more than swiping right to find your next love connection. Don't you think?

Business leaders and marketers alike know that events — from store openings to VIP dinners to launch events and everything in between — aren't just a favorite engagement and conversion channel for your sales organization. They can also be your chance to brand yourself as a thought leader, bring awareness to your organization, generate new demand for your offerings, and strengthen customer retention and loyalty.

This is why event marketing is exploding.

In a 2018 [Harvard Business Review](#) survey of more than 700 executives, 52 percent said **events drive more business value than any other marketing channel.**

As we enter the next era of event marketing, companies are discovering that the value of events extends far beyond massive tentpole conferences, and there is a huge untapped business value in repeatable, scaled event programs. These represent key points across the entire customer journey; they're field marketing programs, roadshows, recruiting events, trainings, user groups, sales dinners, in-store activations, and even internal events.

According to SiriusDecisions, companies are already reporting [significant investments](#) into these kinds of events — scaled event programs make up 32 percent of event budget for companies with at least \$100 million in revenue, and a staggering 55 percent for those with at least \$1 billion in revenue.

And companies are spending on these for good reason: When event programs successfully scale, it means they're growing without adding more resources, ultimately leading to higher ROI and a greater business impact.

Now, I have to break some news to you. (Don't worry — I'm not about to ghost you!) 🙊

While I have undying admiration for everyone already hosting kickass events and who know event marketing is on their roadmap, we need to talk about what may be missing from your event strategy.

ELEVATE YOUR EVENT MARKETING WITH THIS ONE THING

Many event marketers focus on the more visible elements, like [event promotion](#) and production, but **the single biggest differentiator between average and spectacular event marketing programs is something you already have: your data.**

However, an event data strategy is all too often an afterthought for event marketers, even though it is more important than ever before — and will only continue to be a competitive differentiator.

The good news is that you're probably already capturing more data through events than you realize. If you're collecting any of the following, it'll be much easier taking your event data (and our relationship!) to the next level.

- Registrants versus attendees
- Topics and event types attendees are most interested in
- Content preferences
- Where attendees engage the most
- What information attendees took home
- What conversations attendees had with your team

Information about attendance, participation, and preferences holds clues that can unlock deep engagement with your prospects and customers. But you often have far more event data than what's listed here — you simply may not realize it.

Tapping into this additional data means you can give your attendees more customization and value in their follow-up communications and event experiences, in turn helping accelerate business results.

What's more, today's most successful event marketers integrate and share this data with other technologies used across their organization. Event data integration has many wonderful benefits, like keeping contact information up-to-date, qualifying leads better, and understanding your event ROI.

These integrations also empower other teams that use those systems — like sales teams using Salesforce and marketing teams using Marketo, Eloqua, or HubSpot — to use event data in their prospect and customer interactions. This helps continue the momentum from their events and frees up event marketers to do what they do best: event strategy.

This is data at scale.

In this guide, we'll explore the ins and outs of [event data integration](#) and get to the core of adopting a “data at scale” mindset. You'll no longer view your events as a single point in time, but rather a spark for accelerating a buying journey, a customer lifecycle, and a long-term relationship.

I know we just met, but we're about to seriously strengthen our connection.



“It’s complicated” doesn’t have to be your relationship status with integrations.

2

We can’t grow our relationship without first building the foundation, so let’s start with the basics.

But instead of learning about where we grew up, our favorite Netflix shows, and whether we prefer flowers or chocolate, let’s chat about what integrations are and how they work when it comes to connecting your event data with other [sales and marketing systems](#).

WHAT IS AN INTEGRATION?

Simply put, an integration is when one software technology shares information with another. If information flows both ways between the systems, it's called a "bidirectional integration."

How does this crazy magic even work? The under-the-hood technology is possible thanks to something called an Application Programming Interface (API).

An API defines the questions that one system's code can ask another system, along with the right way for the code to ask those questions. For instance, a sales platform's API might explain to a software developer: "You can ask me what a contact's last name is. I'll need your code to include that contact's email address to do that. Here's how your code should be formatted when it asks me."

Sound complicated? It kind of is — but the good news is that you can do all these things easily without writing a single line of code.

The minds behind some of the best software platforms know that day-to-day tech users don't want to get wrapped up in technical API functionality. That's why innovative platforms (like Splash!) have built-in integrations with easy-to-use interfaces that don't require you to know any code.

These kinds of integrations make connecting your data faster and easier than you ever thought possible.

WHAT ARE THE TYPES OF INTEGRATIONS?

By far, [built-in integrations](#) are the best solution for fast-growing companies and marketing teams that want to save time and scale their events. But if your software platform doesn't yet offer the integration you need, or if you want something a little more custom, here are three options to get your event data to play nicely with your other data systems.



"In the decade-plus since we launched Thrillist, live events have consistently been a huge part of our business and an important means of connecting with consumers both on behalf of our brand and our advertising partners. But the efficiency of our events has grown tremendously over the years, and Splash has been vital to that growth. It integrated right into our marketing systems and allowed us to scale our programs while capturing complete value from each event and every touchpoint."

Ben Lerer, CEO

Group Nine Media/Thrillist



MANUAL "INTEGRATIONS"

I place "integrations" in quotes here because going the manual route isn't really an integration. But at the end of the day, allowing your event data to work with the rest of your marketing data is key — so if this means manual uploads for you, do it.

This can mean simply adopting a checklist-based process for moving data from one system to another, and as long as you have templates and consistent naming and formatting conventions, manual could be a sufficient first step.

For example, your checklist may include noting post-event survey results in a contact's Salesforce record so your sales team can have more intelligent follow-up conversations. Using consistent formatting, you would type this data in a specific field dedicated for these results.

Or a big change for you could be as simple as uploading all event contact and attendance data into Salesforce within 24 hours of an event. (Because, let's be honest, a lot of us aren't even doing that much. There's no shame in it, but you're missing out on a huge opportunity for your events to have a bigger impact on the business.)

This is not an ideal long-term solution, as going the manual route means you lose the automation that actually allows you to scale your event marketing programs.

Before going manual, be certain built-in integrations don't exist with your current marketing and sales systems.

CUSTOM INTEGRATIONS

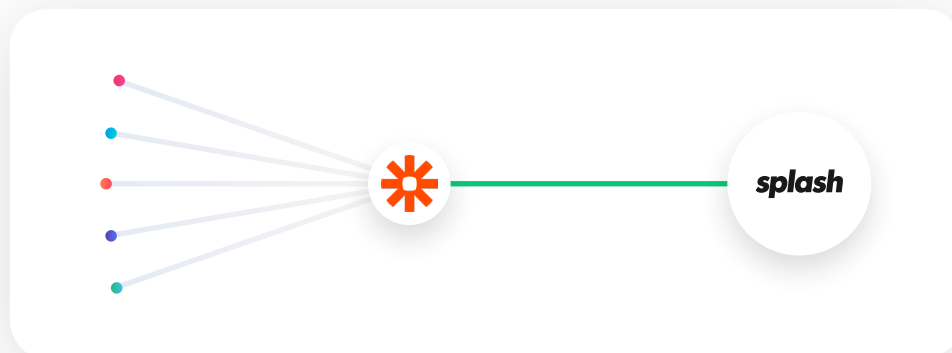
If built-in integrations don't exist — or if you want to do something beyond what's available in that integration — then a custom integration is the way to go. Just be sure your event marketing technology has an open API so developing an integration is technically possible.

Many development shops can write custom code and build integrations for you. You may even have internal teams at your company who can help with this.

Keep in mind that custom integrations are typically created from scratch, so not only can they take a lot of time to develop, they will also be the priciest option. That said, the benefit of having your data in one place may be priceless.

THIRD-PARTY CONNECTORS

You can also work with numerous third-party “connectors,” like Zapier and IFTTT (otherwise known as “If This Then That”). Both have pre-built many inter-application connectors for thousands of technologies.



These integration benefits will sweep you off your feet.

3

You know that capturing powerful data and insights at your events is so important to give your attendees the best possible experience both now and at future events. And even better, it informs you on who's engaging with your brand.

But have you thought about the potential of integrations to prove event ROI and enable your coworkers to do their jobs even better? Here are six benefits of integrating your data that we know you'll die for.

SHOW EVENT VALUE WITH STRONG ROI REPORTING

Connecting your event data with other systems means you and your team can create a stronger and more complete picture of event performance and the overall impact of your marketing. Knowing ROI also means you have information that's key in optimizing your event marketing programs and making them better year after year.

Bonus! Strong ROI reporting also means you can prove that your efforts and event programs are influencing the business, which could lead to more budget, more resources, and more headcount — so much to love about that!

THINGS I LOVE

The GumGum marketing team integrated Splash and Salesforce to better track event performance. What they ended up getting was so much more — their sales team is now closing deals **three times faster** from their events. Talk about a match made in heaven!



ENABLE AND EMPOWER YOUR SALES TEAM

Here's another match made in heaven: Imagine your sales team combining real-time insight into event actions (like registrations, check-ins, and booth visits) with their existing information to have deeper conversations with customers and prospects. Your event data is bursting with insights and opportunities to improve conversations and velocity toward greater sales.

Trust us — you'll be your sales team's hero!

GUARANTEE DATA ACCURACY

When your data is collected and integrated with your other key systems, you eliminate the need for manual data management (for example, the dreaded clipboard, pen and paper, or business cards). You also prevent data management and analysis errors that, at best, disrupt future event performance and, at worst, erode confidence from your management team that events are worthwhile in the first place (yikes!).

Creating a system for accurately capturing and communicating event data saves you time and makes your future events better.

SAVE TIME AND RESOURCES

By collecting event data and automatically syncing it between systems, you and your team are free to spend your time on what really matters: more strategic planning and creating the most amazing event your guests will ever experience.

And after you've spent 20 hours on your feet on site, the very last thing you want to do is manually format and input data. Integrations not only save you from having to complete this awfully dreadful task — they also save you the incredible amount of time it takes.

ENSURE COMPLIANCE AND SECURITY

Security and privacy concerns across the globe have never been greater, so ensuring data privacy for your prospects and customers is more important than ever before. Your event marketing platform should let you capture opt-ins, share legal information based on attendee residence, and keep unsubscribe data current.

By integrating your event marketing platform with your other technologies, you can respect your attendees' data privacy and avoid compliance nightmares.

From laws like [GDPR](#) and the [pending privacy laws in California](#) (scheduled to go into effect in early 2020), to future data regulations that will impact the events industry, getting in front of your event data management processes now will save you many headaches in the months and years to come.

SCALE YOUR EVENT MARKETING DATA – FINALLY

I've mentioned scaling your event marketing data several times, and we're not the only ones talking about it. Event marketing at scale is quickly becoming an industry-wide conversation, and it's important to get ahead of it.

Scaling your event marketing means using integrations that empower your sales and customer service teams to maximize the event data at their fingertips (without worrying about inaccurate data!). It means allowing yourself to focus on the important stuff (like event strategy). It means having visibility into data across all event programs without manual effort.

Ultimately, it's growing your event marketing programs without adding more resources.

Scaling successful event marketing programs (or any program, for that matter) is impossible without automating processes and workflows, predictably reporting on performance, showing value through event ROI, and confidently accelerating future event programs based on evidence of past program successes.



CUSTOMER STORY

How Salesforce gained full-funnel event data by integrating with Splash

Salesforce connected their own CRM products with Splash, enabling them to report on more than just top-of-funnel metrics (the ones event marketers know so well!).

Beyond tracking who attends their events, they also calculate how much open sales pipeline is represented in their attendee list, based on their past interactions with the company.

After the event, Salesforce measures how many new opportunities were created within the first 90 days following an event, segmented by existing customers and potential customers who attended.

Finally, they associate the event with that new pipeline of sales opportunities in Salesforce, so they can follow those opportunities every step of the way until those deals close.

Apart from sales data, Salesforce also conducts extensive post-event surveys to find out what attendees thought of the event's content (everything from the speakers, demos, videos, and sessions), as well as focus groups after keynote speakers have addressed their attendees.

Crushing on integrations yet? Make a move by collecting this event data.

4

I said it before, and I'll say it again: Event data is most beneficial when you collect and integrate it. And in this case, absence does not make the heart grow fonder. I encourage you to collect all of it. When it comes to answering questions about the impact of your event marketing, it's better to have too much data than not enough!

Here's your ultimate list of event data you should collect and connect:

COLLECT ATTENDEE DATA BEFORE YOUR EVENT

- **Registration information:** Personalized information about attendees, like job title, company name, industry, contact information, social media handles, special requests (including dietary restrictions and accessibility needs), location, and more
- **Invite-to-registration ratio:** The percentage of attendees you email with an invitation who registered
- **Registrant residency:** To maintain compliance with [GDPR](#), [CCPA](#), and other residency-based privacy restrictions
- **Engagement:** [Email opens and clicks](#)
- **Event page analytics:** Page views, conversion, source, bounce rate, and more
- **Premium requests:** VIP access, add-ons, and more
- **Past event participation and preferences:** Number and type of events guests have attended, content they've engaged with, and more
- **Data to provide a more customized experience:** Why they're attending, who they want to meet, projects they're working on, challenges they're facing, and more

COLLECT BEHAVIORAL DATA DURING YOUR EVENT

- **Attendance:** Whether they [checked in](#) (and how long they stayed) or were a no-show
- **Registration-to-check-in ratio (attrition):** The percentage of registrants who showed up
- **Walk-in data:** Registration information for walk-in attendees

- **Online sentiment:** Social or press mentions
- **Meetings:** Sales, retention, or engagement details
- **On-site surveys:** Event and product feedback, hand-written evaluation forms, and more
- **Badge scanners:** Booths each participant visited, breakout sessions they attended, and more
- **On-site engagement:** Ancillary events attended, evening events attended, product interactions, and sessions
- **Tickets:** How many tickets were sold, to whom, at what price

COLLECT FEEDBACK AND ACTIONS TAKEN AFTER YOUR EVENT

- **Post-event feedback:** Satisfaction surveys, social mentions, and more
- **Internal feedback:** Anecdotal evidence of success from debrief with events team
- **Email analytics:** View open and click rates from follow-up emails to gauge post-event engagement
- **Sales leads:** Which leads turned into business, how quickly those leads closed compared to leads who didn't attend events, lead comparison based on type of marketing activity (event versus non-event), and lead comparison based on type of event attended
- **Ticket payouts:** Gross sales and net profit to prove event ROI
- **Landing page:** Post-event landing page views, clicks, time on page, and scroll depth

THINGS I LOVE

Adrienne Wright, Director of Experiential at Bustle, used to lack a robust marketing database to bolster promotional outreach activities. Enter Splash. Now, Bustle has a *very marketable database* of engaged event attendees and brand advocates, thanks to Splash and its integration with Salesforce.

Adrienne Wright, Director of Experiential
Bustle



COLLECT ENGAGEMENT DATA BETWEEN YOUR EVENTS

Between your events, you want to nurture your prospects and customers. Identify their level of engagement with your company by looking at how event participants behave in the days, weeks, and months after attending your event.

Buying signals and/or triggers, such as email interactions, form fills, demo requests, and more, could change how you communicate and/or sell to a specific prospect or customer.

It's love at first sight with these Splash integrations.

5

Close your eyes and imagine this: You're gearing up for your biggest event of the year.

You've sent all invitations and follow-ups, the registrations have started flooding in, and you are now sitting down to update your associated Salesforce campaign's invitee statuses... one by one. You sigh (and possibly cry) thinking about having to update all of these statuses again to "Attended" or "No-Show" after the event.

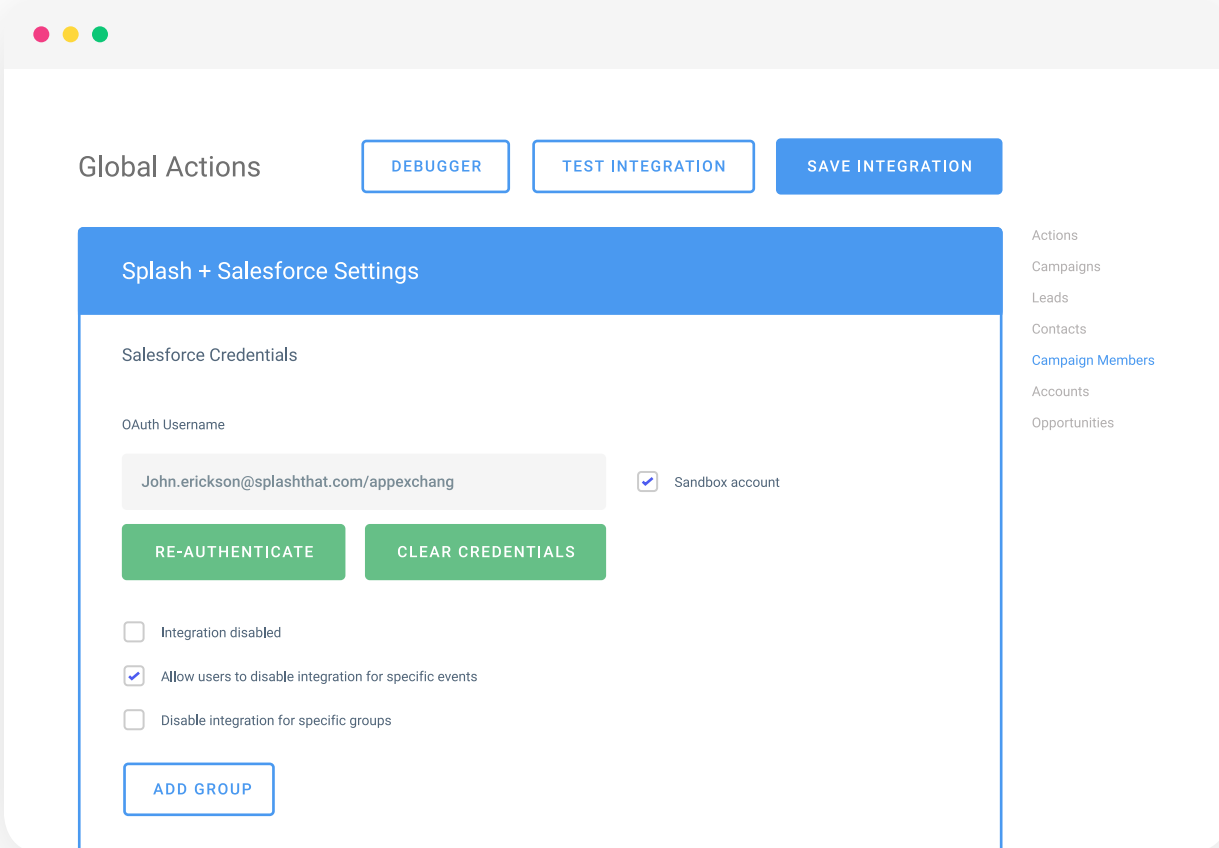
You realize the sales team is starting to log on and quickly make your third cup of coffee, prepping for what will inevitably be a long day of fielding requests for the full registration list.

Sounds familiar, doesn't it? Get ready for what we're about to tell you, because it's going to make you fall hard for Splash — and you might soon find yourself deactivating that app and asking to be exclusive.

It doesn't have to be like this. Get your time and sanity back, and scale your event strategy, with these [Splash integrations](#).

Julie Hogan, Global Face-to-Face Marketing Director at Facebook, says the social media giant relies on its integrations for deep reporting. Splash's integration with Facebook's various CRM systems has been essential in improving their event measurement.

Julie Hogan, Global Face-to-Face Marketing Director, Facebook



Track Your Attendee Lifecycle with Salesforce Sales Cloud



Salesforce Sales Cloud

Choose

Close the loop between sales and your events. Initiate event campaigns in Salesforce or Splash, sync event data bidirectionally, and measure the impact on your bottom line.

The Splash and Salesforce integration empowers you with the insights and process you need to close more deals. By syncing your event data through this integration, you get everything you need to make your events more efficient, connect them all to revenue, and give sales a quick and easy way to answer the question: "Is my prospect coming to the event?"

Why you want it:

- Update campaign member statuses in real time.
- See event engagement by lead, contact, or account.
- Track and attribute every invitee, registration, and attendee in Salesforce.
- Collaborate easily on guest lists.
- Customize your integration to pass specific data.



"I cannot harp on this any more: The Splash platform can open the door to an incredible amount of attendee data that cannot be found anywhere else, especially with the Salesforce integration."

Justin Miller

Digital Production Designer
Equinox



Make an impact with Marketo



Marketo

Choose

Ditch the messy spreadsheets and late-night uploads. With Splash's Marketo integration, event registration and check-in data is automatically synced to Marketo. This means your team can take faster follow-up action on leads, and you don't have to stress about managing unsubscribes.

The integration is bidirectional, so you can use information from Marketo directly in Splash, like title, start date, end date, and description. Plus, make compliance a breeze by keeping unsubscribe preferences in sync automatically.

Why you want it:

- Prove your event marketing programs' worth.
- Get visibility into your data.
- Save time connecting to Marketo just once for all your events.
- Eliminate human error in the spreadsheet.
- Increase your speed to lead.
- Ensure real-time lead quality.

Notify your world with Slack



Slack

Choose

Stop, collaborate, and listen. Push real-time event data to Slack and automatically notify your team as registrations and check-ins happen. The Splash and Slack integration empowers your entire organization to take immediate action on event milestones.

Spend less time communicating event progress internally, so your team can spend more time engaging with their most valuable contacts. It's a win-win for everyone. (Pro-tip: Loop all the right sales people into the channel to inspire a bit of competition.)

Why you want it:

- Spread event awareness and increase visibility with real-time notifications in Slack channels.
- Share newly created events, registrations, ticket sales, check-ins, and survey responses as they happen.
- Avoid logging in to get event updates that you have to manually share with your team.
- Streamline on-site processes.
- Motivate the teams promoting the event and keep it top-of-mind.



“The Splash x Slack integration was a real game-changer during our annual fundraising event. My team was able to see in real time how many tickets we were selling so that we could benchmark against our goals for the event.”

Leandra Elberger

Director of Comms and Events
Venture for America



**Explore
powerful
insights with
Eloqua**

eloqua[™]

Eloqua

Choose

Keep calm and measure on. Capture event data through Splash, automatically sync it to Oracle Eloqua in real time, and measure the impact on your bottom line.

This Splash integration uncovers powerful insights about your prospects and customers at each stage of the event lifecycle, empowering your team to execute events that bring in more leads, shorten the sales cycle, drive new business, and strengthen relationships with your customers.

Why you want it:

- Automatically sync event registrants and attendees to Eloqua in real time.
- Update campaign statuses, score leads, initiate lead handoffs, send follow-up alerts, and more.
- See all your leads' activities in one place.
- Map custom Splash fields to Eloqua to understand event performance and learn what drives revenue.
- Send real-time notifications from Splash, Eloqua, or Slack to your sales team.

Take fast action on event leads with Hubspot



Hubspot

Choose

Splash automatically syncs with HubSpot, so new event registrations can become new contacts in HubSpot. Splash can also update a contact's timeline when they're invited to an event, register, buy a ticket, or check in.

All this happens in real time, so you don't have to deal with a bunch of spreadsheets or formatting and uploading data after the event. Create HubSpot Lists to create Workflows like follow-up programs, or to automatically update a lead score. The gist? You can move a lot faster on making sure your leads convert.

Why you want it:

- Take action right away. With Splash's real-time HubSpot integrations, you can take action on event leads faster so they're more likely to convert.
- See all your leads' activities in one place. Sync powerful attendee, registrant, and engagement data to the HubSpot Contact Timeline in real time.
- Skip the spreadsheet nightmare. Splash updates HubSpot contact and timeline data automatically as people register and check in, so you never have to stress about manual uploads again.
- Ditch the paper guest list. Check attendees in and manage them quickly from Splash Host for iOS or Android, and sync that check-in data to HubSpot in real time.

**Connect
to all your
technologies
with Zapier**



Zapier

Choose

Go with the workflow. Seamlessly connect to the technologies you're already using. Then, automate your tasks, streamline your workflows, and sync your event data in real time with more than 750 platforms.

The Splash and Zapier integration enables you and your team to automate everything from the smallest of tasks to the most complex of workflows. By seamlessly connecting Splash to your favorite platforms, you can improve your event performance and increase the efficiency of your events — all with a simple drag-and-drop.

Our favorite uses:

- Generate new Splash attendees from Google Spreadsheet entries.
- Add GoToWebinar registrants from Splash landing pages.
- Send event updates via Twilio SMS texts to your team.
- Add songs to a Spotify playlist from Splash forms.
- Create new Pardot leads from Splash event registrants.

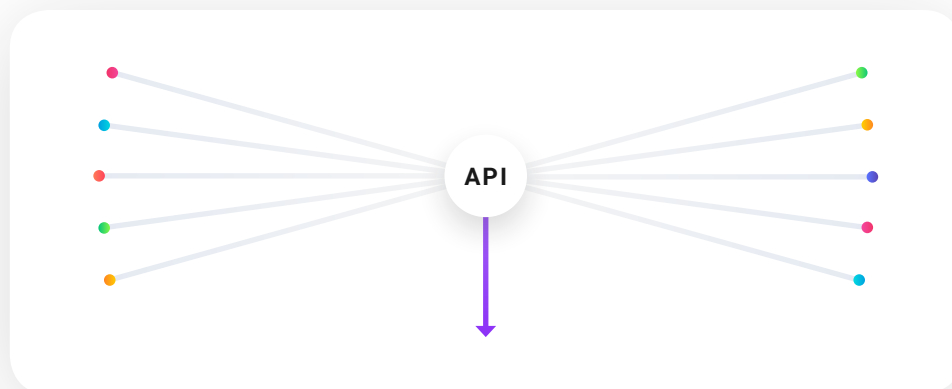
GET CUSTOM WITH AN API AND WEBHOOKS

If you want to write your own integration or build something custom, Splash supports an API (it's RESTful!) and easy-to-use webhooks. With the Splash API, retrieve data from Splash for use in other applications, such as custom event hubs or data visualization tools.

For API access and information about our endpoints, parameters, and more, just visit [Splash API Docs](#) to get started.

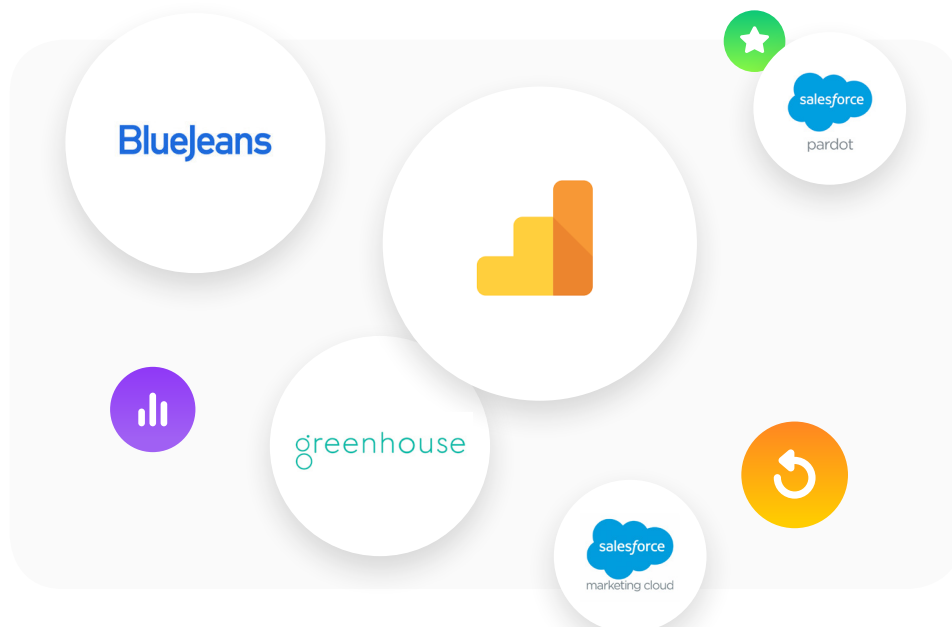
Ways people use it:

- Post Splash event data as information on an internal hub.
- Retrieve attendee information from Splash and send it to a data lake. (Great for reporting!)
- Take information that's captured on a client site and send it to Splash to create an attendee.
- Integrate Splash with basically whatever you want: badge printers, kiosks, Facebook, a satellite system, humanoid robots, your company's software product, a really fancy refrigerator — really, anything. If you can run code on it, it can integrate with Splash using the API.



PLUS, FLIRT WITH THESE OTHER SPLASH INTEGRATIONS

- **Salesforce Marketing Cloud:** Capture event data through Splash and automatically sync it to Salesforce Marketing Cloud in real time to reach your customers at crucial points of the customer journey.
- **Salesforce Pardot:** Automatically create new campaigns in Pardot as events are created in Splash. They're updated as changes happen, so fields like the location or date can be tracked in Pardot.
- **BlueJeans:** Create and update BlueJeans meeting attendees with Splash.
- **Google Analytics:** Push powerful event page data to Google Analytics, quickly assess and analyze event performance with real-time data dashboards, and get a deeper understanding of how your audience interacts with your event pages.
- **Greenhouse:** Sync your Splash data directly with Greenhouse to track and measure the results of your recruiting events. You'll get the insight to optimize effective engagement with your candidates.



Drop the L-bomb on an event martech solution that's data-savvy.



By now, you know what an integration is and how they work, why integrated event data matters in your marketing (and what data you should be collecting), and the game-changing integrations that'll help you truly scale your event marketing programs. There's only one thing missing from this swoon-worthy equation:

How do you choose an event marketing platform? Let's talk about a few things you should think about when evaluating event marketing solutions — specifically, from an event data perspective.

DO YOUR RESEARCH AND ASK THE RIGHT QUESTIONS

Any event solution you invest in and integrate with your marketing technology stack should have strong event data management functionality. Ask prospective vendors all the questions you have, but make sure these are also on your list:

- What are your event data capabilities?
- What business systems does your tool integrate with?
- How much do the integrations cost?
- What data points do you collect and connect with other systems?
- How can you help me use collected data to improve future event experiences?
- How can your event data functionality help me scale my event marketing programs?
- Do you have an API my team can use if we want to do more custom work? Does it cost extra?

Ask questions internally, too. Your own team's insights may help identify technology needs. For example:

- What data do you currently collect and leverage?
- Which data points could you most benefit from if collected and integrated from future events?
- How long does it currently take us to take action on event data? Could that happen faster if the data were input faster?

GET YOUR INTERNAL TEAMS INVOLVED EARLY

Technology implementations are rarely completed by just one team, and event marketing solutions are no exception. Reach out to your IT team first to understand their requirements for new applications, including security and privacy requirements.

It's also smart to involve your marketing operations and technology teams. They may already have an integration solution in place, which could get the job done faster and easier, or they may have skills they're willing to use on the integration work!

By involving these teams early, you give them plenty of time to become well-informed and communicate their needs and existing solutions. This way, other teams don't become a bottleneck when you are trying to make a purchase, and you'll know you have IT buy-in.

SELL THE BENEFITS INTERNALLY

Why should your CFO sign off on this investment? As an event marketer, you know the incredible things an event marketing technology can do for your events. But your stakeholders may not be as clear about these benefits.

Ask yourself the following questions, then use those answers to present your proposal:

- What benefit will a platform have for the business immediately?
- How do its benefits translate into more sales and better retention rates?
- What are the risks and potential costs of not using an event marketing platform?
- How will smarter event data collection benefit not just future events but the entire organization?
- What impact will a platform have on the broader team's productivity? On their job satisfaction?

Don't let your event marketing programs leave you broken-hearted.

7

Events — particularly live, in-person events — have the power to connect people through meaningful, immersive experiences. But even though they're one of the highest revenue-generating activities in B2B marketing, events can also be a black hole of data.

That's when events stop being productive and start being a hassle. As an event marketer, you know it's nearly impossible to have a 100 percent complete picture of every single interaction at your events. But your ability to collect, integrate, and use your event data can be much easier than you may have thought — with the right event marketing platform that helps you scale your data.

Integrating your event data is so important for your event marketing programs because it helps you easily gather the information you need from prospects and customers, without doing extra work.

It helps you focus on the big picture, because you're empowering sales and customer service teams to use the data. It helps those teams build positive results for the business, because they're using personalized, accurate information. So at the end of the day, **data at scale helps you grow your event marketing without adding new resources.**

If you couldn't tell, I'm head over heels for data at scale, and you should be too!

Whether you are just starting to think about an event marketing strategy or have had a sophisticated one for years, it's always a good idea to revisit your event data strategy. After all, it's not only about scaling your programs and driving business outcomes. It's also about what event attendees are coming to expect in their event experiences — and that's customization every step of the way.

**Now we need to
have the conversation.**

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**Where do you see ~~this relationship~~
your event data going?**



**Enamored with the thought
of integrating and scaling
your event data?**



LET US KNOW WE CAN HELP

WE'D LOVE TO MEET YOU OVER THE
PHONE OR IRL FOR A SPLASH DEMO.