

MULTI-TOUCH, EVENT PROMOTION AND AUDIENCE ACQUISITION



OBJECTIVE

Generate event traffic, acquire audience for exclusive VIP breakout event, and generate lead activity for Salesforce

STRATEGY

Deploy automated, multi-touch email campaign delivered through Eloqua with Salesforce integration

EXECUTION

Concept develops creative assets for emails and registration pages, loads into Eloqua and configures Eloqua campaign canvas for automated deployment.

PHASE 1

- Pre-event email invitations automatically deployed
- Pre-event email invitations sent 1-to-1 by field sales through Salesforce integration
- Special VIP event email invitations sent 1-to-1 by field sales through Salesforce integration

PHASE 2

- Post-event nurture emails automatically deployed

REAL RESULTS

The following results were achieved from this campaign type for a Fortune-500 technology company that was promoting their next-generation solutions at a major technology event:

PRE-EVENT EMAIL INVITATION

- 34.08% unique open rate
- 5.59% unique clickthrough rate
- 22.73% conversion rate for pre-event inquiries

EXCLUSIVE VIP EVENT EMAIL INVITATION

- 42.11% unique open rate
- 44.74% unique clickthrough rate
- 47.50% conversion rate
- Exclusive VIP event filled to capacity

POST-EVENT NURTURE EMAIL

- 25.14% unique open rate
- 5.03% unique clickthrough rate
- 18.6 % conversion rate for post-event inquiries