



# HOW EVENTMOBI UNLOCKED THE FULL POTENTIAL OF TRADE SHOWS

With the Akkroo Event Lead Management Solution





## THE IMPORTANCE OF TRADE SHOWS AND EVENTS FOR EVENTMOBI

Events are crucial for EventMobi: their business mission is to replace paper programs with eventapps, to provide all the information attendees need - such as the event agenda, sponsor details and speaker information.

So it's no surprise that they find a lot of new customers at trade shows, as well as using them as an opportunity to meet with existing clients in-person where they normally just communicate digitally.

Lisa Jeller, Marketing and Event Manager at EventMobi, explains why events are so important to them: "The human touch is crucial: while your product may have an edge over your competitors, it's normally only a fractional advantage. A personal connection with a sales rep can make all the difference."

## THE PAIN OF PAPER NOTEBOOKS FOR LEAD COLLECTION AT EVENTS

Lisa described EventMobi's standard process of collecting leads at events:

”

We printed notebooks that contained the same contact forms and note fields we would input into our CRM. I had our sales reps fill them out and submit them to me at the end of every show day. I spent every night manually entering lead data into our CRM after the show floor closed.

Lisa Jeller,  
Marketing & Event Manager  
at EventMobi



## THE SOLUTION WAS AKKROO

When EventMobi changed CRM and adopted Marketo for their marketing automation, Lisa knew it was time for a change:

"We were tired of hacked-together solutions and decided we needed to adopt a proper lead capture system."

At last, they could stop using paper notebooks and instead adopt a fully digital lead capture solution that not only met their needs, it aligned with their ethos as a business.

Using Akkroo was a big change for EventMobi's lead collection process. They were able to create a joined-up lead capture process across all their events globally:

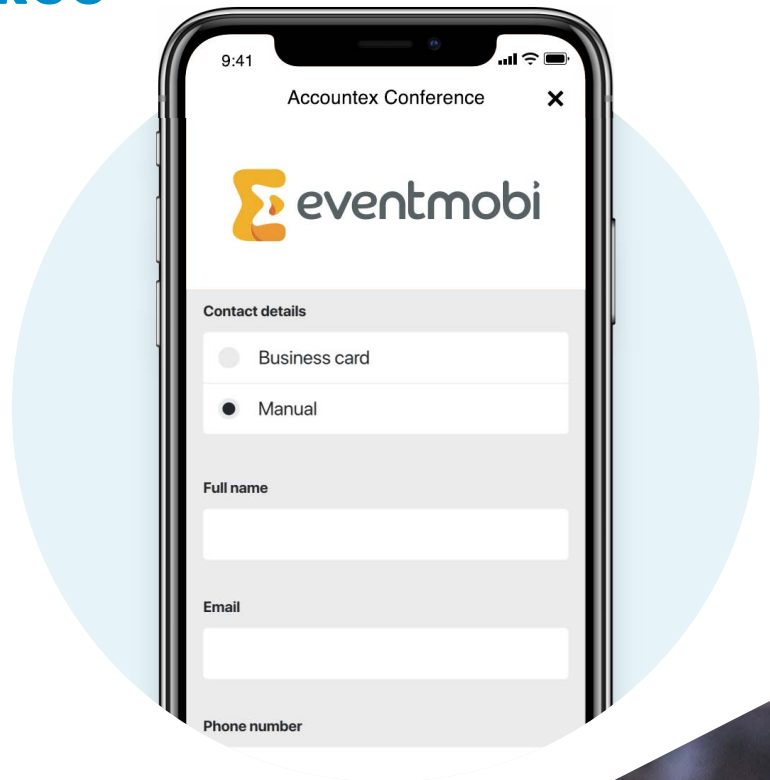


I manage marketing and events for our European office in Berlin, whereas my colleague Danielle handles North America. Despite the continental and cultural divide, we can mirror each other's work and share best practices through Akkroo. It really does take the guesswork out of capturing and integrating leads.

**Lisa Jeller,**  
Marketing & Event Manager, EventMobi

Lisa added that one of the real benefits is the ability to standardise the way they collect leads:

"One thing I really like about Akkroo is how it standardises the lead capture process. Everything runs on templates. You generate a form, train your staff how to use it, and then add custom fields for specific events."







## THE POWER OF PERSONALISATION

As well as creating a standardised process for collecting leads, EventMobi used Akkroo to develop a personalised trade show experience for the people that they met during the event.

The EventMobi event experience map, used to personalise follow-up emails

## PERSONALISED FOLLOW-UP EMAILS

For example, they created an event experience map, which the reps used as the foundation of their presentations. It was a visual representation of the way a typical event is produced and the stakeholders involved at every planning stage.

At the end of the presentation they asked the visitor to take a selfie with their rep in front of the map. After the visitor had left the booth, the reps would also take a photo of the map.

The EventMobi rep would then use Akkroo to add those photos to their lead records, which then flowed into Marketo.

About an hour after their visit, a lead would receive an email including the selfie and a link to download the map they had made.

Compared to a regular follow-up email that all the other exhibitors were sending, it was incredibly personalised. The picture with the rep meant they remembered who they spoke with. The image of the map ensured they had a valuable takeaway. The two combined really helped EventMobi stand out from the crowd.





## CONNECT WITH TALK ATTENDEES

As well as following-up with people that visited the EventMobi booth, they also used Akkroo to connect with visitors who attended panels and talks given by members of the EventMobi team.

Lisa explained: "Anyone attending these sessions presents a business card upon entry, and so they are a valuable touch point for lead generation. We created a field within the Akkroo form that said we met that person at the presentation. At the end of each day, we would use Akkroo's mobile app to scan the business cards we collected. Marketo would then generate a thank you email that included the slide deck used during the presentation."

Both follow-up methods provided measurable, tangible results. Prior to adopting Akkroo, EventMobi achieved on average a 56% open rate for emails they sent out to prospects after a trade show or event. It jumped to 74% for the Event Experience Map, and 80-85% for the post-talk slide decks.

## CONNECTING EVENTS WITH EVENTMOBI'S MARKETING

Lisa believes that the power of Akkroo lies in the ability to connect your events with the rest of your marketing technology:



The key to getting the most value from Akkroo is integration. Combining Akkroo with a CRM or marketing automation platform like Marketo can open up a whole new world of customer communications.



Lisa Jeller,  
Marketing & Event  
Manager, EventMobi

Exhibiting at trade shows provides companies with an introduction to a large number of potential customers. But it's just the start of your relationship with each person. Connecting events with the rest of your marketing stack makes it easy to follow-up, and continue that relationship beyond the show floor.





# GET TO KNOW AKKROO

## WATCH OUR PRODUCT TOUR



No more unqualified and lost leads. No more delays in follow up. Used by organisations globally to:



Engage, capture & take action with leads straight from the show-floor;



Integrate event qualified leads into your existing sales and marketing workflows;



Power data-driven decisions on when and where to exhibit in the future.

[CLICK HERE TO WATCH](#)



# AKKROO



[www.akkroo.com](http://www.akkroo.com)



[hello@akkroo.com](mailto:hello@akkroo.com)



UK, Europe, Asia & Australasia  
+44 20 3056-7720

USA, Canada & the Americas  
+1 (855) 627-6685

