PathFactory™

What Is Virtual Event Experience?

Build engaging virtual events and gain access to attendees' digital behavior

There are a lot of virtual event platforms out there, and many allow you to build immersive event experiences. But none provide the ability to see and understand attendee journeys, or allow you to connect the event experience to other marketing efforts to aid in accelerating the path of your audience to revenue, like PathFactory.

PathFactory's Virtual Event Experience (VEX) provides:

- A rich user experience for live or pre-recorded events – large and small

- The ability for attendees to move seamlessly between plenary, keynote, and breakout sessions

- Supplementary content to hold attendees' attention longer

- Live engagement tools, including chat, comments, and polling

All of this while PathFactory tracks–down to the second–the keynotes, sessions, and content consumed by each individual visitor and account, giving you buying signals that you can act on immediately.
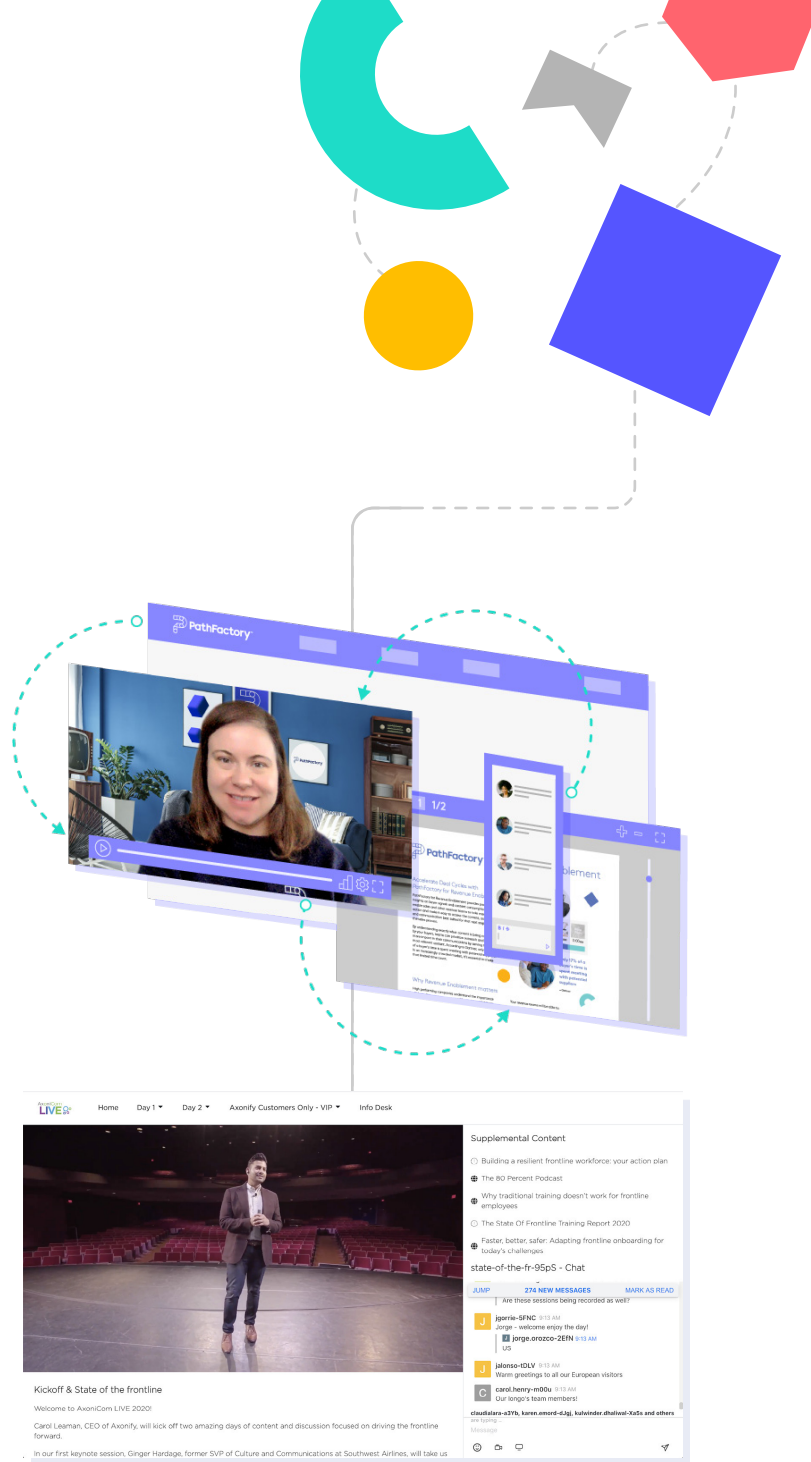
Quick to access and easy to build

Similar to other PathFactory products, the experience runs entirely in a website browser. Attendees don't need to download any software, and the marketer can configure the experience using a simple interface, without needing to involve web developers or IT.

Make the most of multi-tasking

The modern interface allows visitors to explore related content without losing the live video stream, and lets them easily move from session to session.

Once a live event is done, extend it's life by serving it on-demand, when your audience has the time and desire to engage. Even virtual events are a significant investment in resources and VEX allows you to get the most from that commitment.

Uncover attendee & account insights

Attendee data can be analyzed in Path Analytics and passed to your MAP, your CRM via PathFactory for Sales, and your BI tool using PathFactory's Public API.

This means your marketing and sales teams can continue the dialog in a highly personalized and contextually relevant manner. The engagement data is automatically tracked on the account level too, even if an individual remains unknown, so you can understand which accounts are engaged with your virtual events. Whether you are hosting a user conference, a partner summit or a webinar to create demand, PathFactory VEX let's you understand who is engaging with what content.

Integrate seamlessly across the tech stack

Virtual events can be streamed using most major video streaming and video conferencing providers. Data can be passed to any other platform in the marketing stack and the experience can easily tie into any website CMS page.
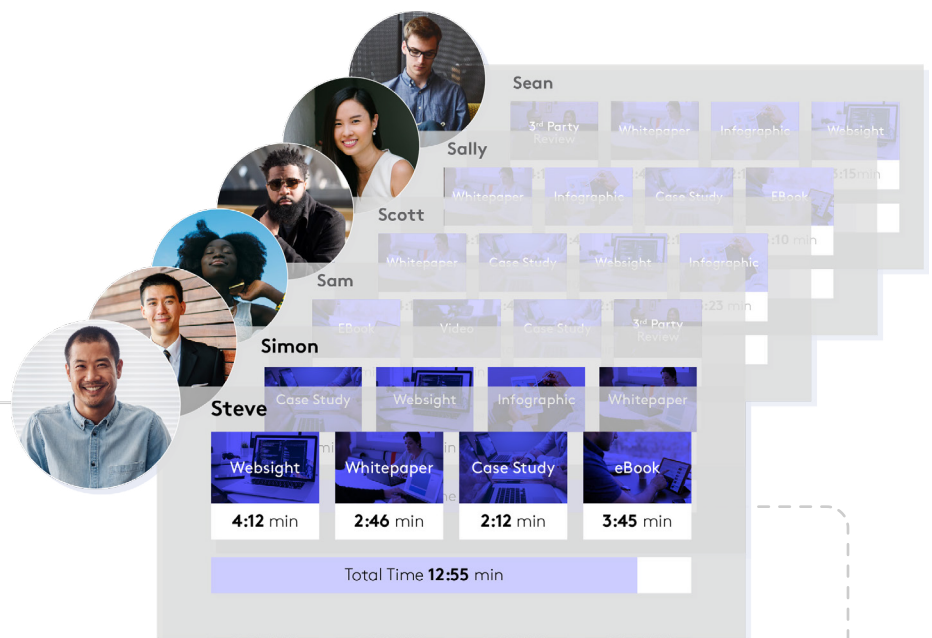
Award-winning virtual event with 10X ROI

Axonify needed to transform their annual in-person conference AxoniCom with 50+ sessions to a virtual experience in just a few months. Their marketing team chose PathFactory's Virtual Event Experience because they wanted to collect high-quality engagement data during AxoniCom to inform future events, and it supported their post-event strategy to distribute content on-demand, in three new brand campaigns and nurture programs.