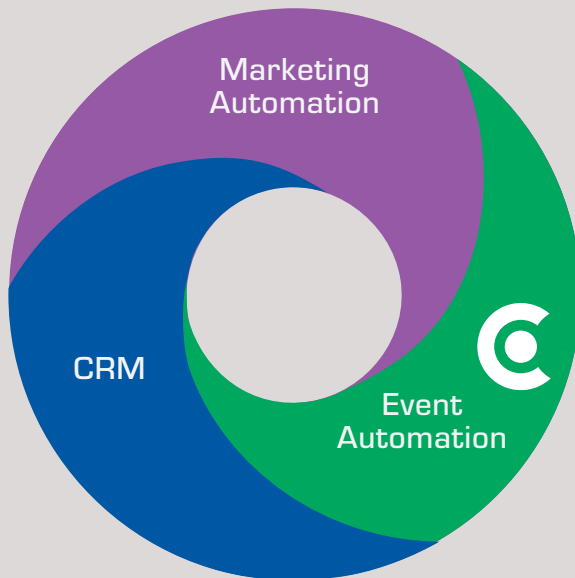


MARKETING AUTOMATION INTEGRATION

EVENT MANAGEMENT + MARKETING AUTOMATION



Giving you the power to turn more attendees into customers.

Certain seamlessly integrates with leading marketing automation and CRM platforms to give you everything you need to plan, execute, and maximize the results of your events. With Certain, you can bring events into your cross-channel marketing strategy and use the rich data from events to bolster your existing marketing programs to deliver greater ROI.

Capture valuable attendee insights

Rich attendee data collected throughout the event lifecycle provides deep information on attendee personas. This data is then shared with your marketing automation and CRM platforms. For example, which sessions prospects are attending and which products and services your lead was most engaged in.

Deliver insight to sales and marketing

Attendee profiles, engagement activities, and interests can be used to better understand prospects. Sales and marketing teams can then leverage this data for targeted and real-time follow-up during all stages of event lifecycle, driving revenue and leading to measurable results.



Engage your attendees

Demographic, firmographic, and behavioral data from your marketing automation platform can be brought into Certain to design events that are targeted and personalized to your attendees' interests.

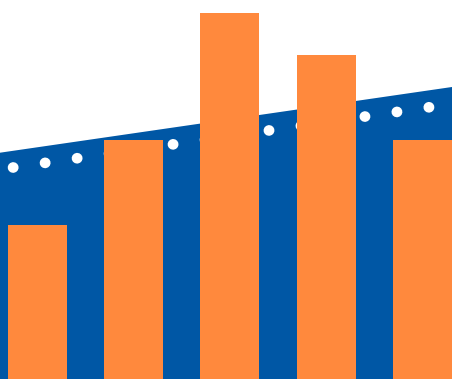


Cross the marketing-events chasm

With marketing automation, your online and offline marketing programs are brought together for maximum impact and measurability. No more losing sight of prospects once they leave the digital space for your physical event.

Convert more attendees into customers

Gain the insight you need to better understand your attendees and where they are in their buying process so you can personalize your follow-up and close more sales.



Measure the ROI of all your events

Because Certain is integrated with your marketing automation and CRM platforms, measuring ROI has never been easier. Just as your digital campaigns are more easily tied back to revenue in marketing automation, events can be measured in the same way.

Key Features

- Custom mapping of profile/contact/lead fields
- Track attendees' activities at your event
- Automatically push attendee data back into your MA system
- Track attendee interests based on session registration and attendance
- Dedicated ID fields for marketing automation and CRM integration



Let us show you around.

Request a Live Demo



info@certain.com | www.certain.com | 1.888.237.8246

