

# SISO CEO Summit 2018

Impact of New Marketing Technologies

**Matt Logan**

SVP Strategic Marketing Reed Exhibitions

## Technology Is Forcing Change to how we Market

- » Customer behavior and expectations
- » Competitive pressure
- » Ease of seeking out solutions
- » Rate of change
- » Channel integration
- » Reach
- » Measuring success

## Evolving Trends in Technology



### Digital on the B2B / B2C Event Industry

- 1 Digital is a **part of everyday** lives
- 2 Moving toward a **real-time multi-channel** future
- 3 Customers seek **increased personalization**
- 4 **Internal teams** ask for better digital products
- 5 **365 day engagement** is needed

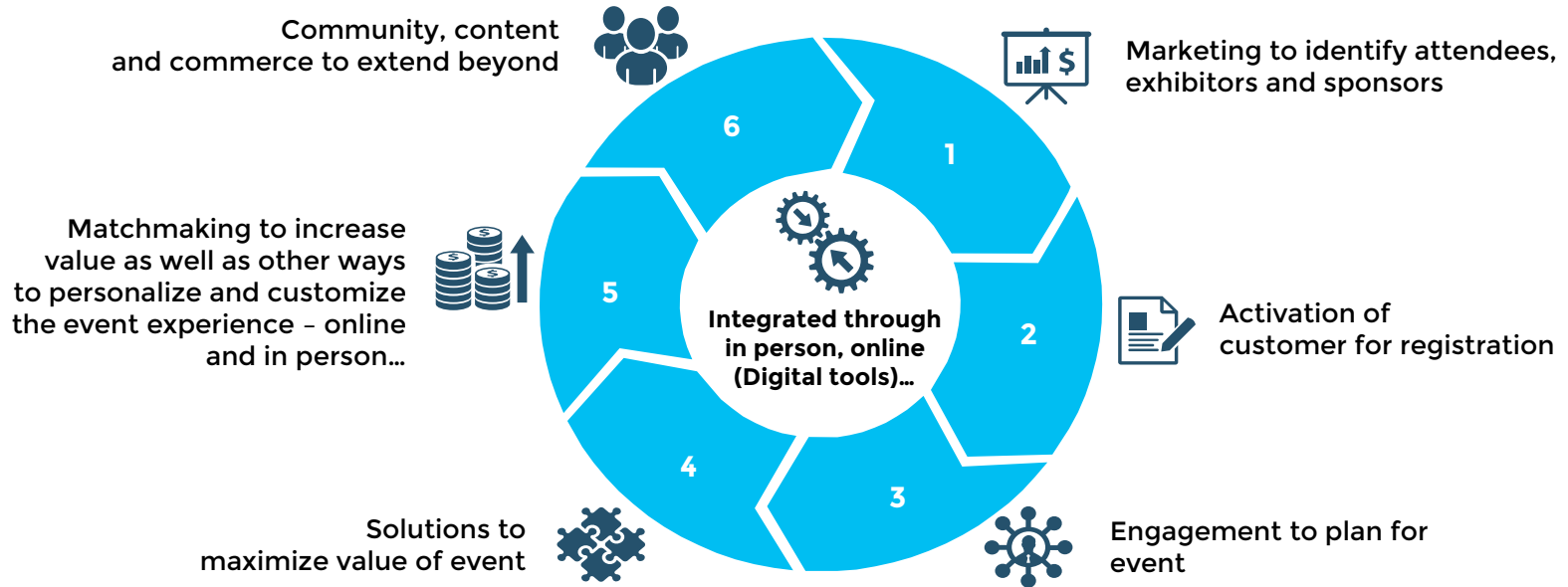
## What Are You Trying To Accomplish

### **Reed Exhibitions has committed to being a Data Driven and Digitally enabled organization**

Accomplishing this mission will allow us to:

- » Deliver greater customer value
- » Build stronger customer engagement and loyalty
- » Enhance our customers' experiences
- » Increase Marketing Effectiveness
- » Higher degree of Efficiency and productivity

## Digitally engaging, expanding & retaining our audience



FALCON.IO

FISH  
THE ORIGINAL  
LIVE EVENT OS

BundIAR

CredSpark

DAQRI

Dialogflow

Feathr

InGo

KAIROS

Grip

HELIOS INTERACTIVE  
A Plurion Company

HubSpot

Hubvents

Jublia

zenus

UMBEL

Spredfast

sherpa

showclix

thuzi  
A US WEB SPIDERS GROUP

WS  
WEB SPIDERS GROUP  
bots · mobility · digital

workamajig

sciensio

Poll Everywhere

parvista

KONDUKO

vytes  
EXHIBITOR MARKETING

Preview

REPLICON

## DELIVER GREATER CUSTOMER VALUE



HELIOS INTERACTIVE  
A Premier Company



## BUILD STRONGER CUSTOMER ENGAGEMENT & LOYALTY



## INCREASE MARKETING EFFECTIVENESS

FALCON.IO

REPLICON | THE MARKETING SOLUTION

zenus

UMBEL



vytes  
EXHIBITOR MARKETING

Feathr

HubSpot

## HIGHER DEGREE OF EFFICIENCY & PRODUCTIVITY

Spredfast

HubSpot



REPLICON | THE MARKETING SOLUTION

FALCON.IO

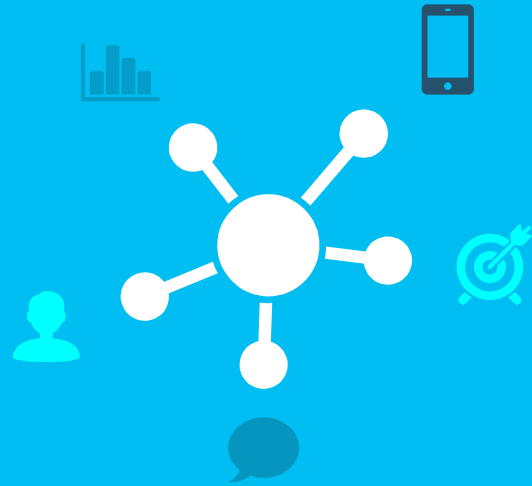


## ENHANCE OUR CUSTOMERS' EXPERIENCES



# TOOL OVERVIEWS

What the tools do!





Umbel

# Umbel

**Website** [www.umbel.com](http://www.umbel.com)

Umbel Data Management Platform that enhances existing customer data through social and 3<sup>rd</sup> party data and then helps with analysis and segmentation of that data.

## Description

### How it works:

- Existing data from multiple sources is combined in the Umbel platform, then demographic and social data is used to enhance those user profiles.
- Umbel analyzes your social data, in conjunction with the reg data we've provided to them and the demographic data they append using 3<sup>rd</sup> party data sources
- We can then create segments of people with specific commonalities within Umbel's platform and target people with those specific interests on FB (people who like the Glants and live in this city and have this income; people who like that pizza place and live in this city and have this income level, etc. )

## Key Features

- Activations - social engagement through things like voting, polls, sign-ups, etc. that require social authentication to participate
- Ability to integrate data from multiple sources
- Indexing and segment creation

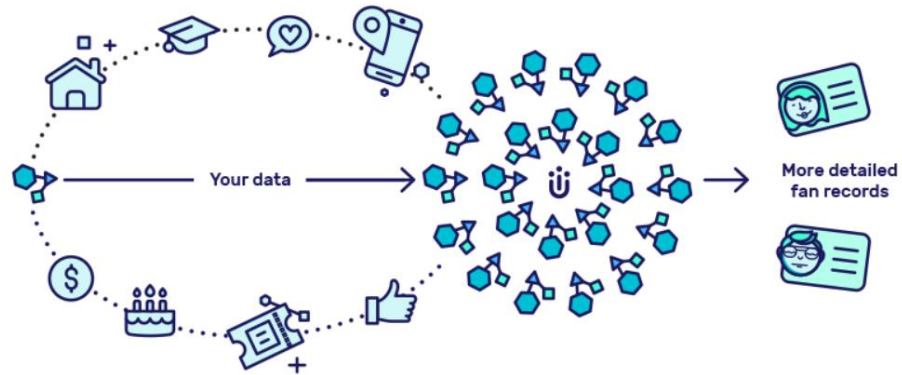
## Key Uses

- Audience engagement
- Data collection & data appending
- Acquisition campaigns

# Umbel: Demographic & Social Data

## How It Works

- 1**  
Combine your existing data: CRM, email, social, ticketing, and more.
- 2**  
Add new contacts in Umbel or add new data to current contacts.
- 3**  
Segment, export and act on data across your sales and marketing channels.



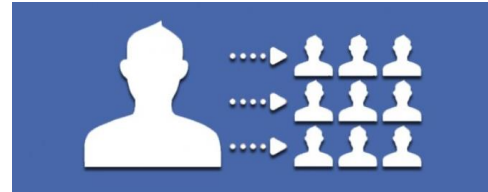
## Umbel: Reach Extension

Umbel's Smart Data Platform breaks your audience down into personality profiles to connect the dots between people who like and interact with your brand and complementary ones as well.

Umbel identifies what the commonalities are (for example, 75% of our audience likes the Mets, and this pizza place, and that store, and that other brand, and live in this city, and have this income level, etc.)

This knowledge can then be used to target lookalikes, using activations to gather data on the lookalikes

We can then create segments of people with specific commonalities within Umbel's platform and target people with those specific interests on social platforms



Gain deep fan insights with customized forms or social auth to unlock coupons, content, entries, and more.



Falcon.io

# Falcon.io

**Website** [www.falcon.io](http://www.falcon.io)

**Description** Social media management platform that includes listening, monitoring, publishing, content collaboration and customer care

**Key Features**

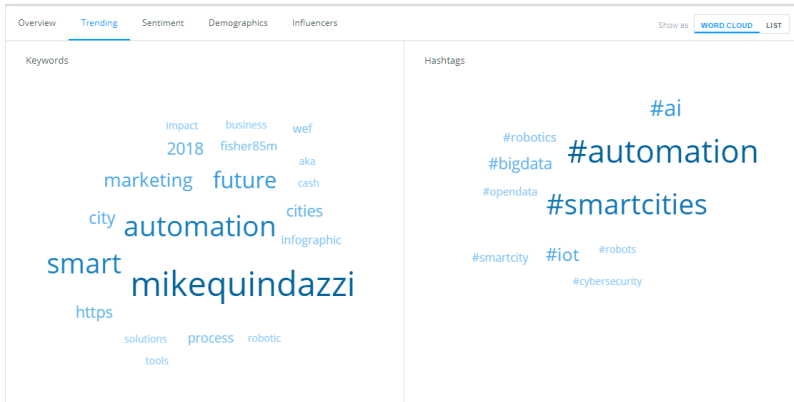
- Listening includes mentions on news sites, blogs, forums and wikis in addition to on social platforms
- Access to listening, publishing and engaging all within one unified platform
- User profile cards allow you to track past interactions and assign tags to group users (influencer, complaint, etc.)

**Key Uses**

- Social listening
- Social interaction
- Social analysis



# Falcon: Social Listening Tool




URL	MENTIONS	BENCHMARK
<a href="http://www.technologyreview.com">www.technologyreview.com</a>	110	<div style="width: 100%;"></div>
<a href="http://pingvalue.io">pingvalue.io</a>	96	<div style="width: 100%;"></div>
<a href="http://jdemurger.mlpsites.com">jdemurger.mlpsites.com</a>	84	<div style="width: 100%;"></div>
<a href="http://www.linkedin.com">www.linkedin.com</a>	80	<div style="width: 100%;"></div>
<a href="http://appsumo.com">appsumo.com</a>	62	<div style="width: 100%;"></div>
<a href="http://www.wiomax.com">www.wiomax.com</a>	56	<div style="width: 100%;"></div>
<a href="http://www.technative.io">www.technative.io</a>	45	<div style="width: 100%;"></div>
<a href="http://www.wiomax.com">www.wiomax.com</a>	36	<div style="width: 100%;"></div>
<a href="http://cloudcomputing.sys-con.com">cloudcomputing.sys-con.com</a>	33	<div style="width: 100%;"></div>
<a href="http://video.buffer.com">video.buffer.com</a>	31	<div style="width: 100%;"></div>

AUTHORS	MENTIONS	BENCHMARK
<a href="#">PleasureEthics</a>	1065	<div style="width: 100%;"></div>
<a href="#">smartcityfeed</a>	524	<div style="width: 100%;"></div>
<a href="#">smartcityworld</a>	243	<div style="width: 100%;"></div>
<a href="#">hashsmartcity</a>	115	<div style="width: 100%;"></div>
<a href="#">ArkangeScrap</a>	74	<div style="width: 100%;"></div>
<a href="#">pandoraskids</a>	69	<div style="width: 100%;"></div>
<a href="#">ActiveTrail.com</a>	66	<div style="width: 100%;"></div>
<a href="#">OpenDataMonkey</a>	60	<div style="width: 100%;"></div>
<a href="#">sudeep_plugint</a>	54	<div style="width: 100%;"></div>
<a href="#">MujiRahman87</a>	53	<div style="width: 100%;"></div>

# Falcon: User Profile Cards



**Anna-Marie Tighe**  
ireland

[candidate](#) [influencer](#) [complaint](#)

**About** ADD INFO

Email: [anna@falcon.io](mailto:anna@falcon.io)

Address: ireland

First Seen: 6 Jun 2016

Last Seen: 27 Mar 2017

**f** Anna-Marie Tighe


Full Name: Anna-Marie Tighe

Gender: female


First seen: 6 Jun 2016

Last seen: 27 Mar 2017

**Notes** 2

 Type here... ADD

Use [@mention](#) to notify others



Google

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**Talking about** [Click to filter activities](#)

[wireless headphones \(2\)](#) [headphones \(2\)](#) [discount \(2\)](#) [#vandemayhill headphones \(1\)](#) [#musicmakesmehappy \(1\)](#) [special promotion \(1\)](#)

[#vacationselfie \(1\)](#) [#vandemayselfie \(1\)](#) SHOW MORE

**Activities** 15

**f** **Message** Vandemay HIFI  
Got some headphones for birthday gift - can I exchange for a different colour? 27 Mar 2017

VIEW CONVERSATION

**f** **Comment** Vandemay HIFI  
When is this happening? Would love to come! 27 Mar 2017



Konduko

# Konduko

**Website** [www.konduko.com](http://www.konduko.com)

## Description

Konduko is a content-powered lead generation solution for the trade show and events industry. Using their smart badge technology, a visitor touches their badge against a Konduko reader and opts in to receive the exhibitor's product information, creating a lead for the exhibitor.

## Key Features

- Digital Handshake technology
- Real-time lead collection, qualification and analysis

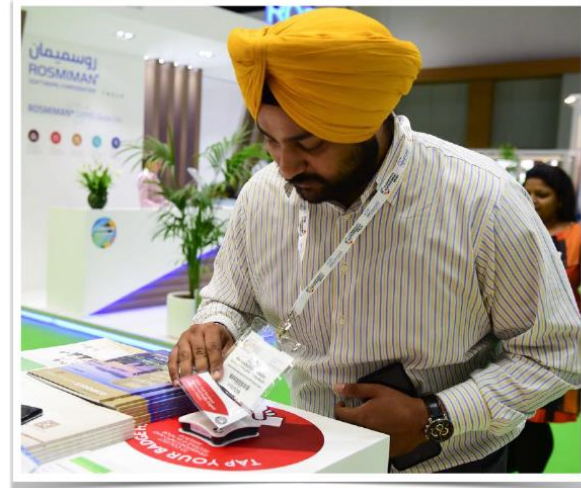
## Key Uses

- Content-driven lead generation
- Visitor interest tracking

## Konduko: Smart Badge Technology




Visitor automatically receives smart badge at arrival



Visitor instinctively knows to "touch and collect"

# Konduko: Exhibitor Digital Content Is Delivered Daily



**DEN FAIR**  
CURATED DESIGN


8-10  
JUNE  
—  
MELBOURNE  
EXHIBITION  
CENTRE  
#DENFAIR17

### Daily Digest Summary

Dear first name,


Thank you for attending DENFAIR, Melbourne 2017.

You have visited 30 booths and collected the following 30 items.




Sagline 213

[Click here for more information](#)




Savage Design 714


[Click here for more information](#)





Seeho Su 811

[Click here for more information](#)











Wyalla Studio 513

[Click here for more information](#)




Yard Furniture 318

[Click here for more information](#)




Yellow Diva 716

[Click here for more information](#)




Zuster 502

[Click here for more information](#)



Gallerysmith G20

[Click here for more information](#)




Cotswold Furniture /  
Vincent Sheppard 306

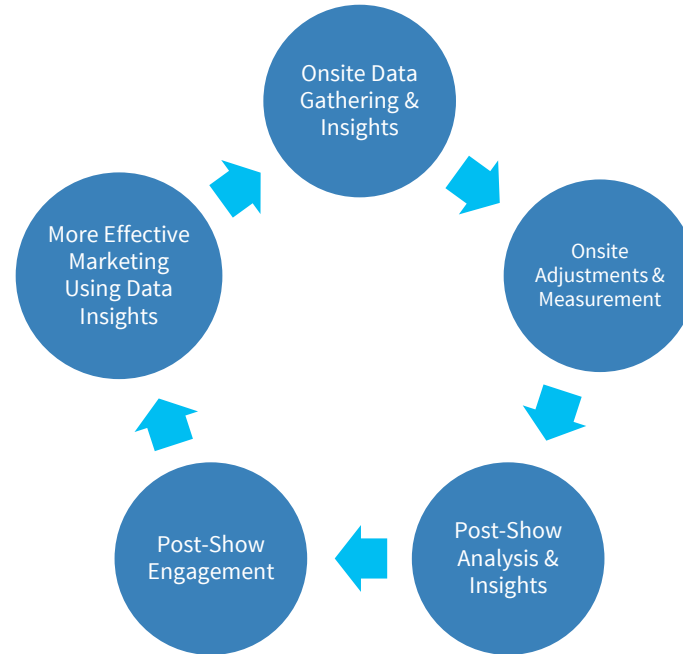
[Click here for more information](#)

**Thank you for visiting.  
See you in 2018!**

#DENFAIR #DENFAIR17



## Continuous Testing, Learning & Measurement Leads to Improved Events



## A Successful Approach

- » Budget to Win
- » Understand what you are solving and develop metrics for success
- » Find the right tools, collect the right data, use the data to refine your approach with the tool or technology
- » Test & Prove
- » Project Management and Project owner
- » If you believe in it make it the law!



# Thank You

**Matt Logan**

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