

## SOLUTIONS SHEET

# Solutions for Driving Lead Generation

Virtual events and environments offer a way for marketers to capture more leads cost-effectively. Leverage virtual events for a variety of purposes from trade shows to partner events.

## Do any of these sound familiar?

- My marketing events don't draw the same numbers they used to.
- I don't generate enough qualified leads from my events.
- I need to keep my costs down and prove value for my events.
- I need to execute fast and still be able to impact the business.

The virtual platform allows organizers to create branded, interactive environments to generate more highly qualified leads across global audiences. Here's how lead gen challenges can be addressed:

**Too few leads:** Capture leads more quickly by adding a virtual component to physical events, expand your audience reach across time zones, and create a continuous leads pipeline by keeping events on-demand.

**Leads not qualified:** Rank lead quality based on level of attendee engagement in the Engagement Index.

**Too costly:** Dramatically cut cost per lead while proving the value of your events. Get higher ROI by ranking leads based on visitor activity with the Engagement Index.

**Takes too long:** Easily create and customize an environment to shorten time to revenue.

## Show me results, not promises

**Leads:** In less than 6 months, IBM built the largest virtual environment for lead generation. It ran more than 200 events across 23 countries in 2011.

**Engagement:** Quest Software's virtual conference to educate and influence IT customers revealed that attendees stayed in the event for over an hour on average.

**Reach:** American Payroll Association's first hybrid event had 1,900 physical, 1,900 virtual and 1,200 on-demand attendees.

**Cost:** TELUS lowered cost per lead (CPL) by over 500%.

**More participants:** Planview increased attendance 250% while charging participants.

**Analyst favorite:** Forrester ranks the Virtual Environment platform as top, most complete platform.



## Why Virtual Events

**Virtual Environment Center:** A scalable campus with any number of venues and events to seamlessly track attendees over time.

**Self Service:** The virtual environment is the easiest to build, customize and brand.

**Webcast Studio:** Self-service webcast player seamlessly integrates with virtual environments.

**Integrated Experience:** All functionality comes in the unified platform, so no 3<sup>rd</sup> party applications to integrate.