



# KPI Events

## The Client:

A leading provider of data, next-generation analytical tools, and expert advisory services for the Oil & Gas Industry

## The Situation

- The Client marketing organization was looking to offset the cyclical nature of their sales lead development activities by increasing the number of in person marketing events
- Although events have been somewhat effective in generating sales opportunities in the past, the Client needed to double the number of annual events and increase the number of qualified attendees by at least 4X to meet sales objectives
- Client quickly realized the complexity of effective program development and deployment but needed to rapidly launch their event series in order to meet increasing sales demands

## The Solution...

### 01.

KPI developed a support program based on the KPI proprietary 8 Stage Event Evaluation and Deployment Methodology

- Event Analysis
- Technology Platform Assessment
- Data Evaluation and Preparedness
- Messaging/Cadence Analysis and Preparation
- Web and Tele Marketing Strategy
- Program Monitoring
- Confirmation Processes
- Lead Capture and Follow Through

### 02.

Upon completion of program discovery, KPI was able to develop and deploy a highly comprehensive program within 30 days

## The Outcome:

- ✓ Over **100** qualified attendees at each in person marketing event: ~**40%** of attendees immediately entered the Client sales pipeline
- ✓ Each event generated an additional 200 nurture leads
- ✓ Client was able to recognize a healthy ROI at the completion of each event series
- ✓ KPI identified and validated thousands of additional potential decision makers and influencers throughout the target markets
- ✓ KPI generated over **100,000** branded impressions (email opens, clicks, and voicemails)
- ✓ KPI was able to extend brand awareness while identifying and validating additional key decision makers and influencers within the Client's existing customer base
- ✓ KPI was able to capture key post event feedback that helped improve future event experiences
- ✓ The success of the Client's marketing event series helped suppress competitor marketing activities