



Grow engagement and pipeline with data from virtual and in-person events.

Deliver a personalized experience that keeps customers engaged and coming back.



Introduction

“ Events, both in-person and virtual, are critical for B2B companies. They provide opportunities to advance deals and engage with new prospects. Consider the potential if you could capture all these interactions and use them to enrich your customer and account profiles.

Brian Gates

SVP of Industry Strategy

RainFocus

Virtual and in-person events are increasingly popular. In fact, [80% of surveyed event industry professionals](#) anticipate increased spending on them throughout 2024. These events represent a rich source of data for gaining a deeper understanding of your customers and prospects. For example, you can use event data to identify members of buyers' groups at target accounts and figure out if they are ready to buy—or just beginning to explore.

Yet many marketing teams face challenges in gathering data from events, integrating it into customer profiles, and leveraging it to plan account-based marketing strategies, campaigns, and future events.



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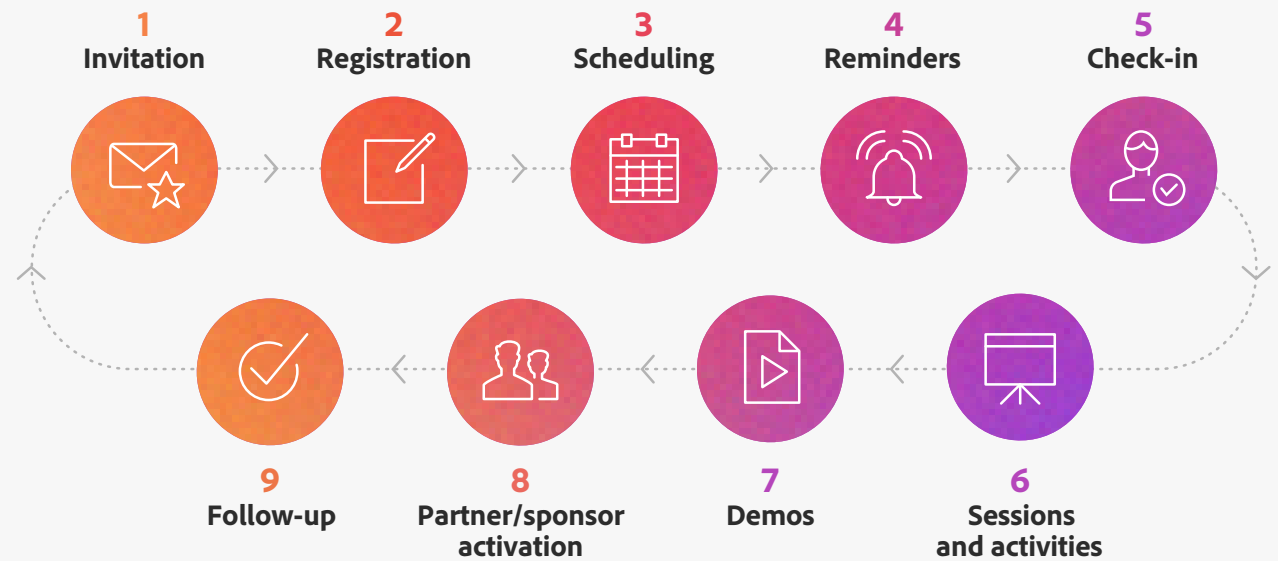
Often, the problem is that existing event management systems—which may not capture in-depth data from every stage of the event lifecycle—can't share it with other platforms. Instead, the data sits scattered across multiple systems and teams, requiring access permissions just to manually piece together data that ultimately won't tell a complete or accurate story of the customer.

Even worse, without the right solutions, marketers can't use this data to fuel personalized experiences. According to research by Adobe, nearly [8 in 10 consumers](#) want the experiences they have with a brand to be more personal. But personalization is all about having the right data—and when data is disconnected, marketers lack the information needed to deliver relevant messaging to specific individuals in a timely manner. Some organizations may also lack a unified customer data strategy or platform.

The right solutions can make a big difference. This eBook will take a closer look at how organizations can more consistently capture zero- and first-party data from events of all kinds and use it to inform marketing and event strategies across the board.

The event lifecycle

Each of these stages generates customer data in real time.



Winning with data at Adobe Summit.

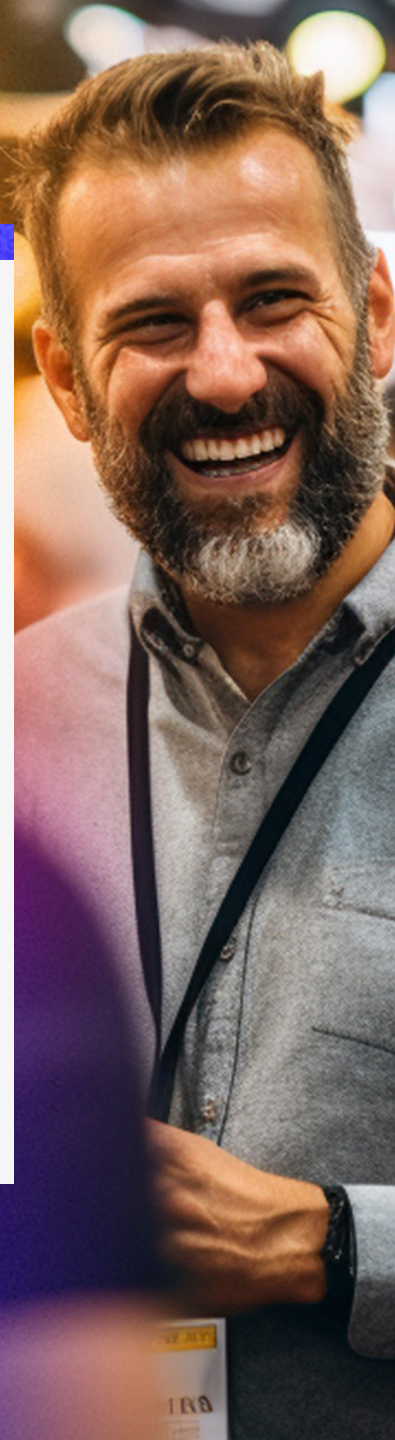
Adobe Summit, the world's largest digital experience conference, took place March 25–28, 2024, in Las Vegas. It attracted 19,000 attendees, including a large number of prospects associated with an Adobe pipeline, which was a 25% uplift compared to 2023. Adobe used RainFocus as its event management platform for every stage of the event lifecycle, from invitations and promotions to follow-up.

Leading up to Summit, data from last year's Summit conference was used to support targeted promotions for this year's event. During the event, data from registration and event sessions was captured and added to customer profiles

while staying compliant with attendees' privacy preferences. A live interactive scavenger hunt used gamification to keep engagement high throughout the event, providing additional data on attendees' actions and interests.

"We had the pleasure of working closely with RainFocus on two Adobe events recently, and we couldn't be happier with the results. Their event tech integration with Adobe Experience Platform (AEP) to produce live customer experiences in real time at two Adobe events over the past couple of months was nothing short of impressive," revealed Lana Silva, Manager of Tech Validation for Adobe.

"From the live interactive scavenger hunt at Adobe Summit to the live demonstration of customer data profiles at Adobe Government Forum, RainFocus delivered a gamification approach that was hugely successful in prep and final output. It allowed us to customize and enhance attendee experiences as the event unfolded and provide highly relevant follow-up," added Silva.



Why data from virtual and in-person events often goes underutilized.

While most marketers are aware that data that captures customer behavior at events is valuable, many have not integrated it into their customer and account profiles and insights reports. The reasons why may vary by company, but often include:

- **Data silos:** Events are typically managed with their own platforms and work off standalone data sources
- **Lack of integration:** Event management systems may not be seamlessly connected to customer data platforms and marketing automation systems
- **Lack of process:** Marketers may prioritize other aspects of event management, such as logistics, over systematic data collection, resulting in lower quantities of useful data
- **No customer data platform (CDP):** Some organizations don't have customer data profiles and a CDP to store them in
- **Multiple data formats:** Data may take the form of registrations, lead capture, mobile engagement, chats, meetings, exhibitor visits, and session engagement, and may not be captured consistently

“ While many event management platforms excel at managing logistical aspects of events, such as travel arrangements and communication management, they often fall short in tracking real-time engagement with sessions and sharing this data with critical systems, including account-based marketing (ABM), CDP, and marketing automation tools.

Brian Gates

SVP of Industry Strategy
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Find your business on the data transformation curve.

Understanding where your organization stands on the transformation curve can help identify areas for improvement that will help you gather more and better data from events and harness it to support a wide range of marketing efforts.

“Data from events can help you understand what your prospects care most about and the roles different people play in their organizations’ buyers groups.

Rishabh Dayal

Head of Solutions Consulting
Adobe



Basic maturity

Organizations at this level have minimal processes for managing data effectively. They primarily use the collected data for logistical management and basic follow-up actions, such as:



Data collection

Sparse, ad-hoc, and often reliant on manual inputs and paper-based methods



Data use

Limited to basic attendee registration and attendance information, focusing only on in-person interactions



Integration

Minimal or nonexistent integration with broader marketing and sales strategies, typically sharing data via email or spreadsheets



Tools

Lack of CDPs or sophisticated event management software



How to go further

- Locate customer data throughout your organization
- Look at how different customer-facing teams could benefit by sharing data
- Define customer profiles that include data collected from events
- Consider a CDP
- Choose a more unified event management system

Intermediate maturity

These organizations have begun to see the value in more structured data management and have implemented some level of technology and process to support this, including:



Data collection

Using more structured methods, such as digital registration forms or event apps, to gather attendee information



Data use

Feeding event management data into marketing campaigns—although in a limited capacity for in-person event data only



Integration

Taking initial steps to integrate data with marketing and sales efforts, often using spreadsheets or CSV files to transfer data to systems like basic CDP or ABM tools



Tools

Utilizing collaboration technologies to help event teams coordinate with marketing and sales, aligning event activities with larger business goals



How to go further

- Incorporate data from events in account scoring and analysis
- Test campaigns that target prospects using data gathered at events
- Analyze last year's event behavior while planning this year's events
- Map out your event lifecycle and identify opportunities for further automation and integration

Advanced maturity

Organizations at this level can integrate data seamlessly across their marketing and sales platforms through:



Data collection

Comprehensive and automated, using technologies such as QR code scans on badges, mobile apps, and interactive kiosks to capture detailed attendee interactions



Data use

Capturing rich data at every stage of the event lifecycle for in-person and digital interactions, dynamically used to enrich customer and account profiles, driving personalized marketing and strategic sales follow-ups



Integration

Strongly linking data with CDPs and marketing automation platforms, allowing for real-time data flow and immediate actionable insights



Tools

Deeply integrating advanced platforms with tools like Adobe's suite to enhance data capture, management, and utilization, effectively breaking down data silos and enriching the overall customer journey

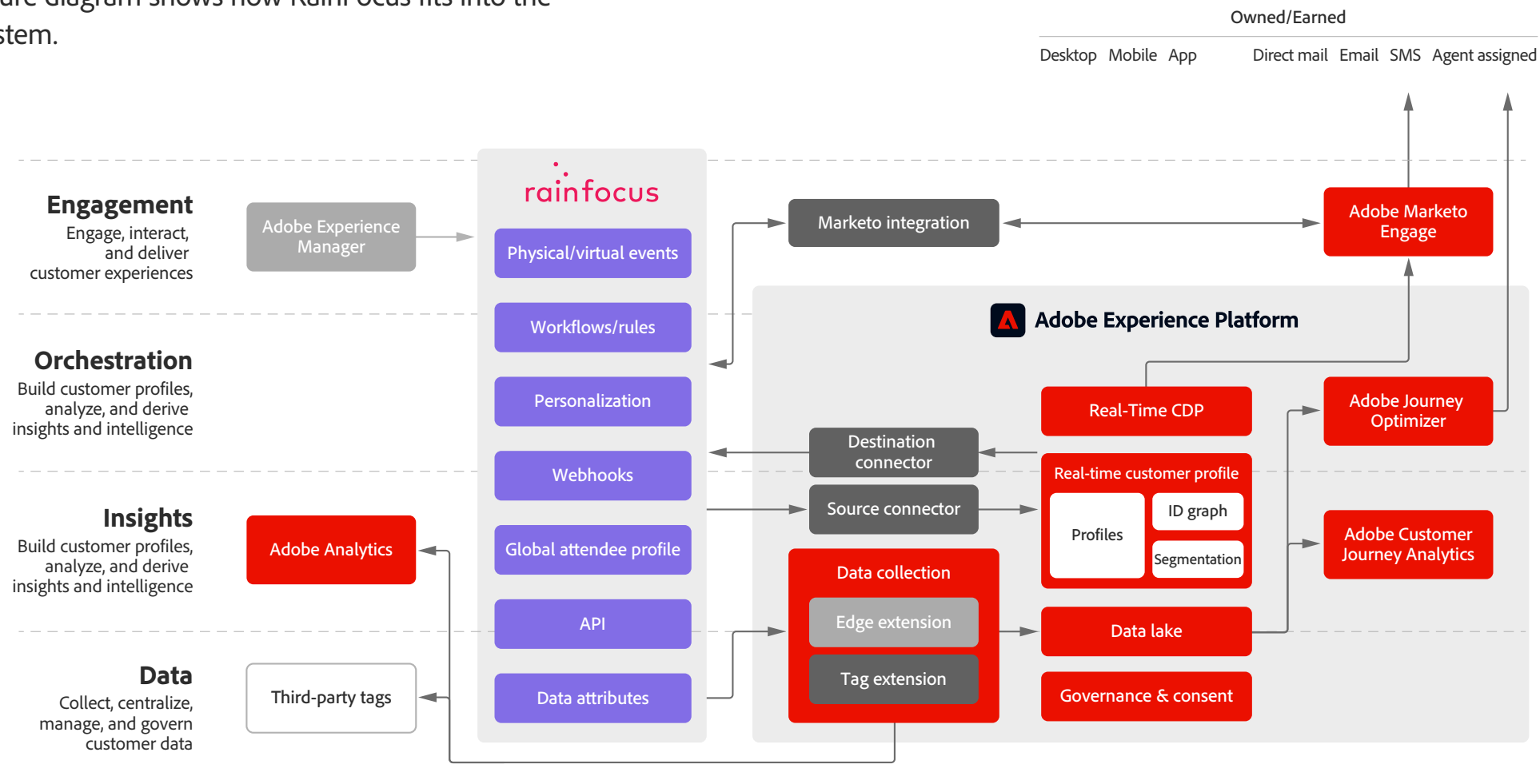


How to go further

- Launch mobile apps for events
- Dynamically adjust event experiences based on real-time data
- Gamify event experiences to incentivize further sharing of first-party data
- Map buyers' groups at events and respond in real time to their interests

How Adobe and RainFocus work together.

This architecture diagram shows how RainFocus fits into the Adobe ecosystem.



Actionable strategies for data-driven events and marketing.

No matter where you are on the data maturity curve, you can do more with data to build stronger relationships with customers and continually improve your events. Learn how you can:

1. **Get to know event attendees**
2. **Transform event experiences**
3. **Jumpstart marketing and sales**



RainFocus can help you manage data collection at every stage of the event lifecycle and provide this data to Adobe Real-Time CDP as soon as it's captured.

1. Get to know event attendees with better data collection strategies.

Customers are often willing to share their data and opt into marketing if you give them a powerful incentive, like greater convenience or a custom-tailored experience. To achieve or maintain advanced maturity, it's important to do this while collecting data in ways that are transparent and respect customers' privacy preferences as well as applicable location-dependent laws.

The following strategies can help you collect more data at your events—no matter where you are in the maturity curve.

“Data from RainFocus can be used to enrich customer data profiles in real time and inform marketing and sales activities at every stage of the buyer's journey. Once this data is in Adobe Real-Time CDP, it becomes available to both sales and marketing teams.

Rishabh Dayal

Head of Solutions Consulting
Adobe

Basic maturity

Ask meaningful questions at registration.

Ensure the registration form includes questions that provide insights into attendees' preferences, interests, and professional needs. This information can help tailor the event experience and follow-up communications more effectively.

Provide multiple opportunities for attendees to offer feedback.

Use surveys, polls, and other feedback forms at various touchpoints during the event to gather attendee opinions. This continuous feedback loop helps your team improve future events and understand attendee preferences in real time.

Intermediate maturity

Gamify first-party data collection—make it fun.

Incorporate elements like quizzes, interactive surveys, and games of chance at multiple points in the event when attendees have downtime. This approach can increase completion rates for activities and provide richer data on your attendees.

Add QR codes.

Adding QR codes to display screens, posters, and handouts offers a seamless way for attendees to obtain information, register for sessions, or provide feedback on the go. This method enhances convenience and boosts participation rates.

Set up a dedicated app for your events.

A dedicated event app can facilitate real-time interaction, personalized schedules, and easy access to event materials. It also increases session attendance, continues gamification, and provides a platform for collecting detailed engagement data throughout the event.

Advanced maturity

Build an AI concierge.

Train a chatbot to engage attendees in conversations on key topics and ask meaningful questions to personalize their event experience and the marketing they receive afterward.

2. Event transformation strategies that any organization can use.

Data from past events, combined with customer profiles, can help you improve your event experiences by removing points of friction—such as multiple requests to fill out forms—and by connecting users with relevant content and activities.

The following are key strategies for organizations at all levels of maturity.



RainFocus can help you analyze customer data profiles from Adobe Real-Time CDP that include data from past events as well as real-time data collected from events in progress, and deliver personalized and highly engaging experiences.

Basic maturity

Create a lasting impression.

Tailor follow-up communications based on each individual's behavior at your event. Personalized follow-ups demonstrate attentiveness and can increase the likelihood of continued engagement and loyalty.

Smooth it out from the start.

Streamline registration and check-in with prefilled details and scannable badges. This approach not only speeds up the process but also reduces errors and improves the attendee experience from the moment they arrive.

Intermediate maturity

Plan for the future.

Analyze attendee feedback, session popularity, and engagement levels to support future event planning and topic selection. This data-driven approach helps curate content and activities that resonate more with your audience, leading to higher satisfaction and future attendance rates.

Advanced maturity

Make it personal.

Personalize event experiences with session recommendations based on past behavior, personal interests, and professional needs. Leveraging this data ensures attendees feel valued and engaged, enhancing their overall event experience.

Meet attendees where they are.

Use real-time data on session attendance and interactions to make changes on the fly. Adaptability allows you to respond to attendee preferences and needs, creating more dynamic and relevant event experiences.

3. Strategies for using data to jumpstart marketing and sales.

Data collected at events can help you enrich your customer data profiles. Analyzing these profiles uncovers critical insights, such as which accounts are ready to buy and which types of content work best for different audiences.

“The insights we gain from how attendees engage with sessions and exhibitors are gold mines for prioritizing follow-ups and tailoring marketing messages that resonate deeply with each individual’s experience at our events,” said Gates from RainFocus.

The next page offers strategies for every level of maturity.



RainFocus supports personalized post-event follow-up, both through its platform and seamless integration with Adobe Experience Cloud software, such as Adobe Marketo Engage and Customer Journey Optimizer.

Basic maturity

Strike when the leads are hot.

Apply insights from event engagement—such as sessions attended, questions asked, and interactions with exhibitors—to inform and prioritize sales follow-up. This strategy includes managing hot leads by quickly identifying and acting on signals of strong buying intent shown during these interactions.

Intermediate maturity

Their engagement is your opportunity.

Sync data to CDPs so marketing and sales teams can see how prospects interacted with content at events, along with interactions across other channels, both pre- and post-event. Use this integration to track hot leads by identifying attendees who demonstrated high engagement levels, enabling timely and targeted follow-up.

Keep them coming back.

Create automated post-event campaigns based on real-time data that deliver tailored content, such as whitepapers, case studies, or invitations to exclusive webinars. Enhance these campaigns with gamification elements, encouraging continued interaction and monitoring conversion metrics.

Advanced maturity

Assess now, convert later.

Adjust marketing messages and sales pitches based on real-time data collected during events. Use this data to assess the effectiveness of different campaign elements in real time, allowing for dynamic adjustments to maximize engagement and conversion rates.

It's all in the profile.

Use detailed attendee profiles and interaction data collected during events to refine and target ABM campaigns more effectively. Incorporate gamification strategies to reduce registration abandonment by engaging potential attendees early and maintaining their interest throughout the event lifecycle.

Conclusion

Take the next steps.

Now is the time to take stock of how well you're collecting data at events and using it to uncover new insights and orchestrate opportunities. No matter where you are on the data maturity curve, collecting more—and better—data to enrich customer profiles can deliver immediate benefits:

- **Uncovering the topics** customers are most interested in at every stage of their journey
- **Identifying the roles** played by different members of buyers' groups
- **Determining which accounts** are ready to buy
- **Tailoring event experiences** and marketing activities to individual customer preferences

Adobe and RainFocus can help you turn data from events into a powerful competitive advantage.

Explore more event data research and thought leadership from Adobe and RainFocus.

“ First-party data gathered at events can help you connect more deeply with customers and improve their experience at every stage of their journey through purchase and beyond.

Rishabh Dayal

Head of Solutions Consulting
Adobe



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