

Jomablue

Product highlights

Jomablue is the leader in event intelligence.

We empower top brands to transform event experiences into sales and marketing insights.

Here are key ways Jomablue activates and measures the success of events to help organizations make informed decisions.



Lead Capture

Jomablue Lead Capture lets your exhibitors instantly collect leads and engage attendees with relevant content. Exhibitors can quickly add notes and profiling information to deliver effective post-event follow-up. This feature drives sales and creates happier, more satisfied exhibitors.

- Move prospects through the sales pipeline quickly
- Capture real-time insights about exhibitor performance
- Enrich the quality of lead data for exhibitors and organizers
- Reduce post-event workload, including manual data entry



Event Check-In

Jomablue Event Check-In uses responsive mobile technology to facilitate a seamless and efficient arrival process. Innovative Jomablue Smart Badges make quick check-in a reality so attendees can start exploring your event the moment they arrive.

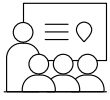
- Greet attendees personally
- Avoid long lines at entry
- Create up to 24,000 personalized badges per hour



Insights

Event intelligence combines Jomablue Insights from lead scoring, attendee engagement scoring, and persona segmentation that allow you to create more effective sales and marketing strategies. By collecting data on attendee interactions and content consumed during each event, your sales team can prioritize post-event follow-up with highly engaged attendees.

- Collect actionable insights about attendees' interests and engagement
- Support sales with timely information about prospects
- Deliver higher-quality leads to your sales team



Session Attendance Tracking

Track session attendance in real time, including when people enter and exit sessions, to facilitate room management. You can also gather performance data and feedback to assess session popularity.

- Manage flow of people across multiple rooms and venues efficiently
- Gather insights about attendees' interests based on session choices
- Measure popularity of topics and speakers in real time



Touchpoints

Jomablue Touchpoints power interactive experiences and competitions during your event. This feature lets you make pre-loaded content available to attendees via email or text message, enables tap-to-download event experiences, and streamlines item collection.

- Measure attendee interaction and engagement for richer lead scoring
- Increase event value for attendees and sponsors
- Automate tracking of swag collection and distribution



Live Dashboard

The Jomablue Live Dashboard provides total transparency across your event. With instant access to the data, you can view attendee numbers at each location, decide when session doors need to open, see which exhibitors are engaging with attendees, and more.

- Make smarter operational decisions during your event
- Address exhibitor concerns quickly, including any issues affecting lead capture
- Compare year-over-year metrics for event attendance and exhibitor performance

Optional features



Event registration

Integrate and streamline the online registration experience for your event.

- Eliminate system integration headaches and other technical issues
- Register single or multiple attendees at one time
- Facilitate purchase prior to registration



Mobile app

Extend the event digitally and deliver an integrated experience with Jomablue's mobile app.

- Provide attendees with dynamic views of agendas and activities
- Build awareness through access to a wide range of event information
- Foster networking and increased communication between attendees

We'd love to help make your next event extraordinary.

Let's talk.

hello@jomablue.com