

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

We live and breathe event insights — and we're here to help you do the same.

From event registration to exhibitor engagement to session attendance, we turn interactions into intelligent sales and marketing strategies.

Equipped with a fuller picture, you can make informed decisions, deliver higher-quality leads to your sales team, and understand your event's true value.

How can Jomablue Insights help you?

Whether you're managing an intimate workshop or organizing a multiday conference, it's challenging to gather the right event data. And it can be even more difficult to find the time and resources to turn this data into insights.

That's where we come in.

Jomablue helps you make the most of your investment by empowering you to create great experiences for attendees, sponsors, and exhibitors. We help ensure your data becomes insights.

Here's how:

- **On-site engagement scoring and segmentation** improve lead conversion and increase ROI
- **Targeted on-site and post-event communication** builds better attendee relationships
- **Speaker and topic popularity metrics** help you understand your audience and inform future marketing campaigns and events
- **Real-time session attendance tracking and scoring** helps automate professional accreditation management, saving time and money
- **Integration with existing client CRMs** streamlines post-event work for sales and marketing teams

There are three key ways Jomablue analyzes data to create intelligent event insights: attendee engagement, segment scoring, and campaigns.

They work together to help you make better decisions, optimize event engagement, and boost your bottom line.

 **Segment scoring** measures and scores interactions based on defined persona traits or business focuses (industry, company size, interest areas, etc.).

This data is collected at sessions, exhibitor booths, and touchpoint stations. It helps event managers understand which sessions and activities their audience attends and helps sales teams craft targeted communications.

Benefits:

- Understand your event's most engaging content, empowering you to improve future events
- Craft personalized post-event communication more easily with persona segmentation
- Save time and money with real-time professional accreditation scoring based on session attendance

 **Attendee engagement** helps you understand every interaction each attendee has at your event.

An individual's engagement data supports sales and post-event activities with a transcript of interactions, while collective data allows you to optimize your event through trend analysis.

Benefits:

- Gain richer and more accurate profiles based on attendees' interests
- Empower your sales team by determining highly engaged attendees to connect with post-event
- Refine content across events and over time by analyzing engagement trends

 **Campaigns** notify you when attendees perform particular activities at an event (checking in, requesting certain information, etc.).

You can leverage this information to target specific prospects in real time and cultivate more meaningful relationships with attendees.

Benefits:

- Lighten the load by automating attendee nurture campaigns in real time
- Save time by letting your CRM automate outreach workflow
- Shorten post-event campaign cycles by channeling leads down specific nurture paths in real time

Ready to make insightful decisions?

Contact our sales team today.
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