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InGo Application for UFI Technology Awards

What drove you to develop a new programme/tool?

Leading event organizers are looking for solutions to grow their events. For decades, event marketing teams have hounded and harassed attendees using outdated and ineffective tools like mailers, phone calls and purchasing e-mail lists. Seriously, who purchases e-mail lists anymore?! Is that even legal?

Instead, wouldn't it be better to build a relationship with attendees by making it easy to register with their social network profile? Shouldn't the event registration experience be enhanced? Wouldn't it be extraordinary if you could track the influence one attendee has at your event? Do you want attendees to do your marketing and inviting for you? The solution is InGo.

What were the main objectives? Which value added services did you seek to provide?

Frustrated by poorly performing or unavailable lists, the increasing failure of broadcast emails, and daunted by the high cost of telemarketing and direct mailings, organizers needed a way to identify new prospects who were not already in their database and to capture their attention.

Recognizing that technology and social media have changed the event marketing world in a radical way, we set out to develop a tool that would allow organisers to turn to social in a reliable and cost-effective way. This tool would not only create create brand recognition and but grow events by driving engagement, building attendance, and increasing exhibitor and attendee retention rates.

## What measures did you take to reach those objectives?

InGo build a suite of widgets that effortlessly integrates with clients' landing pages and registration systems. InGo's widgets allow the events' attendees to socially register and co-market the event across their social networks by utilizing its unique and socially smart relevancy algorithm. InGo empowers attendees to send personalized invites to their network, increasing the event's reach and impact. The result is remarkable engagement and growth while acquiring new quality attendees.

How It Works

*Examples taken from **Sleep 2015***

1. ATTENDEES REGISTER SOCIALLY VIA INGO'S LOGIN WIDGET

The InGo Login Widget starts the process, giving your attendees the ability to start their registration socially, empowering them to become co-marketers by posting to their network(s) and inviting their key contacts to your event.
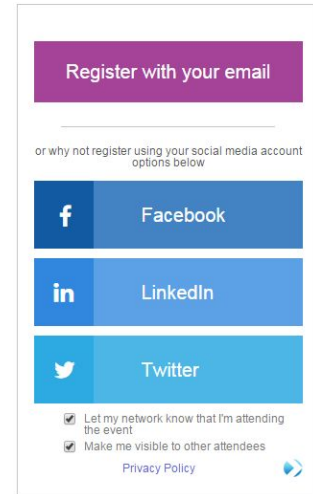
2. ATTENDEES COMPLETE YOUR REGISTRATION FORMS

The InGo Autofill Widget completes your attendee's profile/personal detail information with the data from their social network profile.

3. ATTENDEES NOW INVITE THE BEST OF THEIR NETWORK VIA THE INGO SOCIAL WIDGET

The InGo Social Widget displays the attendee in Who's In. [Image 1] Attendees, exhibitors and website visitors can now see who they'll benefit from meeting, see who they can reconnect with, and receive social and professional recognition for advocating.

At confirmation, the Invites [Image 2] and Share [Image 3] tabs make it easy for them to share the event through Trusted Impressions on their news feeds and through Personal Invites, curated to their highly valuable, event-relevant contacts, bringing your organizer controlled message to their network.
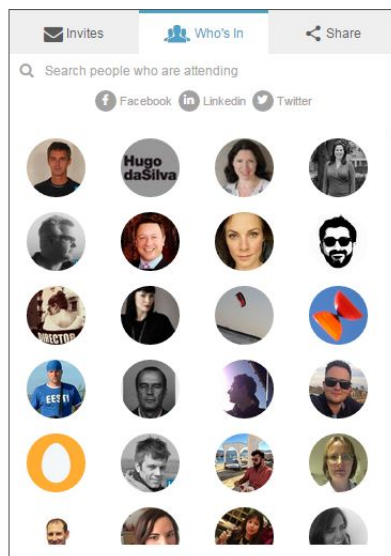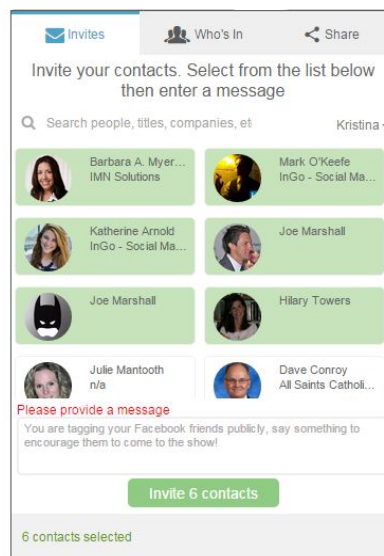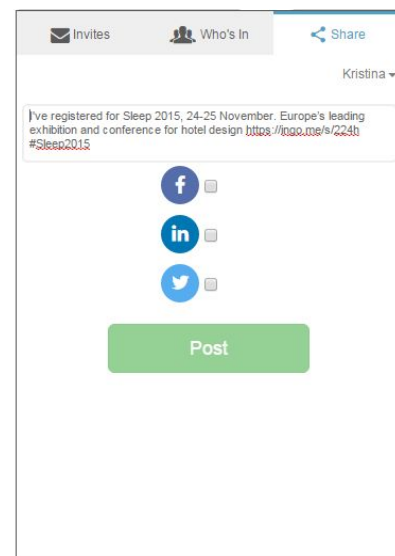
Image 1	Image 2	Image 3

InGo

Major Feature	Benefit
Social Registration	❏ Speeds up registration and makes it easy to opt in socially ❏ Provides more data on registrants ❏ Expands reach into networks of your qualified attendees
Who's In Widget	❏ Makes the personal connection ❏ Shows your audience who is going, who they know and who they want to get to know
Trusted Impressions	❏ Enabled by social registration, messages about your event are auto-posted to the networks of your attendees ❏ Provides word-of-mouth marketing and spreads your organiser controlled message via a trust source
Personal Invites	❏ Unique search algorithm identifies best new targets based on your parameters ❏ Allows attendee to easily invite these most relevant connections to your event with just one click
Social Share Tab/One Click Posting	❏ Provides another opportunity for attendees to spread your organiser controlled message to their networks
Social Emails	❏ Amplification tool to help differentiate your existing email marketing ❏ Makes it easy to see, post and invite, all from the message ❏ Captures attendees who live exclusively in their Inboxes
Autofill Fields	❏ Eases registration to avoid form fatigue
Integrates With Major Social Networks	❏ Integrates with the features of LinkedIn, Facebook, Twitter and Xing ❏ Provides the greatest reach into professional networks of attendees
VIP/Selective Screening Module	❏ For exclusive events, InGo's algorithm screens registrants, passing nonqualified to pending and/or VIP for special treatment
Detailed Reporting	❏ Number of Social Registrations ❏ Number of Advocates ❏ Number of Trusted Impressions, overall and per Advocate ❏ Number of Personal Invites, overall and per Advocate ❏ Network Reach of Advocates ❏ Number of Advocates by Social Network ❏ Number of Invites Sent ❏ Number converted to registrations = Acquisitions ❏ Number of Acquisitions per Advocate ❏ Cost Per Acquisition ❏ Best Connected Advocates ❏ Social Activity Reports

What were the specific challenges faced? How were these overcome?

InGo was faced with the challenge of integrating with a myriad of registration platforms. There are so many choices for event organizers when it comes to choosing a registration platform that InGo was faced with potentially having to create thousands of customized versions of the software to support all of our customers. To overcome this, we developed a robust partnership program. To date, our partners include BusyConf, Convention Data Services, etouches, Info Salons Group and ITN International. Additionally, we worked closely with the other major registration platforms, including Circdata, CSI, Cvent, Dimedis, EAS, Experient, LiveBuzz, N200, Swoogo and others. Now, InGo is deployable almost anywhere and many registration platforms have integrated InGo as a standard option.

Additionally, the nature of our technology meant we we were very reliant on getting API access to the social networks at a time when many start-ups were being denied this access. We developed relationships with the social networks and educated them on the nature of InGo as user driven Advocate Marketing, something other start-ups were not providing. We now have APIs for Twitter, Facebook, LinkedIn and Xing.

Were your objectives reached?

In brief, InGo, with the help of social media, has transformed event marketing from solicitation into friends reaching out to friends - Advocate Marketing. And, with a clientele that includes many of the top 20 trade show companies in the world, InGo is well on its way to transforming event marketing around the world.

InGo brought the concept of advocate marketing to the event industry in 2014, and 2015 saw the hypothesis proven by the clear and consistent results achieved by event after event. In 2015, InGo:

Corporate Achievements
- Added over 60 new major customers
- Deployed over 300 events across the globe
- Served over 500,000 attendees worldwide
- Added language support for 9 languages (2.7 billion people)

Client Results
- Averaged an attendee growth rate of 17%
- Averaged 68% verification rate, a full 18 points better than the industry average
- On average, a full 43% of all acquired attendees were 'net new'

But maybe our most satisfying statistic was that our customers enjoyed an **average Cost per Acquisition of only $11, a savings of $19** per acquisition over the industry average.

What relevant results can you share?

Event organizers average double-digit attendance growth when they utilize InGo to its full potential. Top organizers like Reed Exhibitions, UBM, Emerald Expositions, dmg::events, Centaur Media and more have implemented InGo as the definitive growth tool.

International Contemporary Furniture Fair (ICFF), Emerald Expositions

Back in 2013, when InGo was in beta testing, ICFF needed a way to identify new prospects who were not already in their database and to capture their attention. They tested the beta with great results and InGo delivered thousands of new registrants, nearly all new, to the ICFF database. ICFF exhibitors, startled by the quantity and quality of attendance, significantly increased space size for 2014 and industry word-of-mouth on the success of the Fair drove a 30% exhibition growth.

In 2014, InGo delivered a repeat performance with hundreds of senior, new to ICFF, architects, designers, developers, and retailers arriving at the Fair and spiking exhibitor ROI.

The 2015 ICFF, expanded now to two levels and 25% bigger, is yet another winner in the ICFF/InGo partnership legacy.

Each year saw increases in major InGo Advocate metrics with a corresponding rise in overall show metrics such as Net New Attendees and On Site Conversion Rates.

Metric	2013	2014	2015
InGo Adoption Rate	5%	15%	20%
Invites per Advocate	4	2.4	2.5
Impressions per Advocate	*	195	245
Cost Per Acquisition	*	$1.66	$1.60
Net New Attendees	*	54%	57%
Cost Per Net New	*	$3.08	$2.81
On Site Conversion Rate	*	68%	70%

*No data due to beta product.

International Security Conference & Exposition (ISC West), Reed Exhibitions

ISC West internal analysis, combined with InGo's detailed reporting within the suite, showed the results of the partnership were outstanding. With an average adoption rate of 17%, InGo Advocates

sent a relatively small number of 511 Personal Invites but sent 764,979 Trusted Impressions within their social media networks.

These Invites and Impressions paid dividends in the form of 1126 verified InGo acquisitions. More significantly, 70% of those acquisitions were Net New and a huge 65%, or 731 attendees, were first time ISC West attendees.

How did this translate into ROI for event exhibitors? ISC exhibitors scanned more than 6,000 leads from InGo acquisitions. Further, 63% of these quality leads were from attendees that InGo acquired and that had never before been to ISC West.