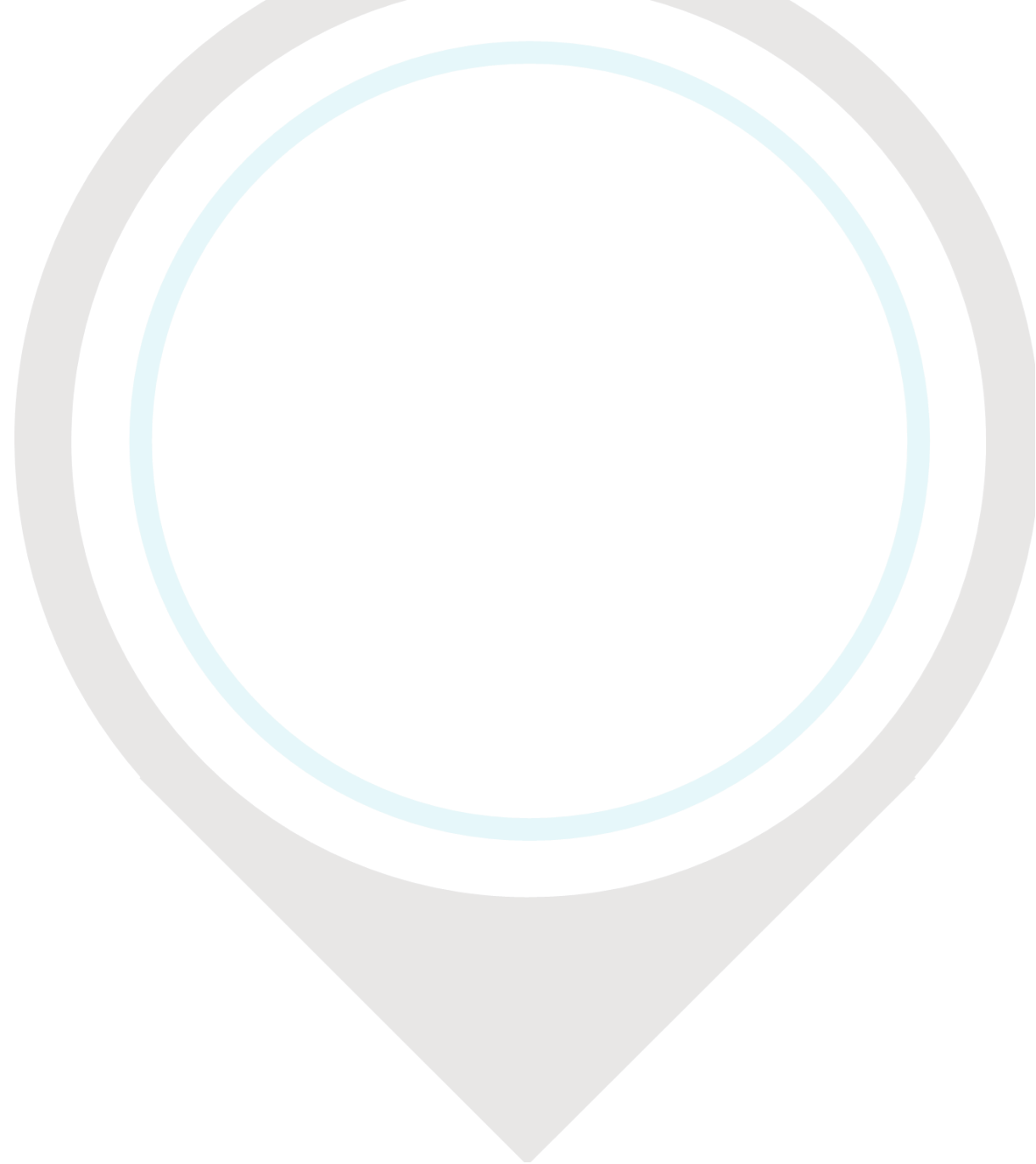




Q Activate

Audience is the product



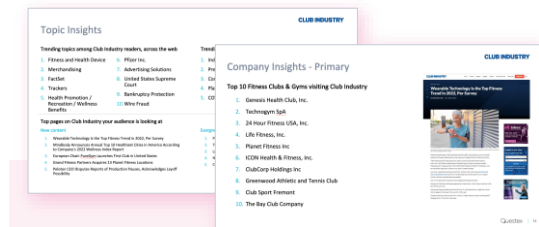
Q **Activate** = activating our audience

Allows us to **build and understand our audience** so we can **respond to industry trends, intent and needs to fuel audience engagement and bring buyers and sellers together.**

Q Activate:

Platforms geared to make connection

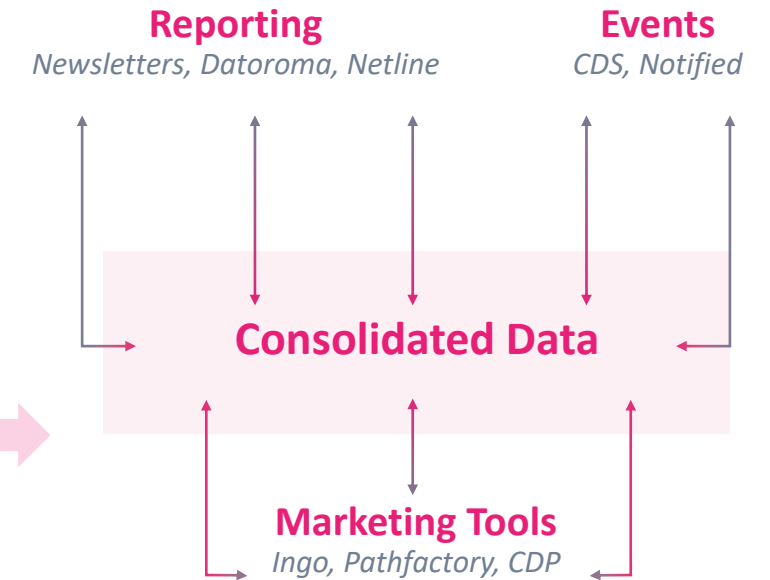
Audience activation



Insights & Trends
On/off our sites



Quartz Websites
Five communities
Media & Events

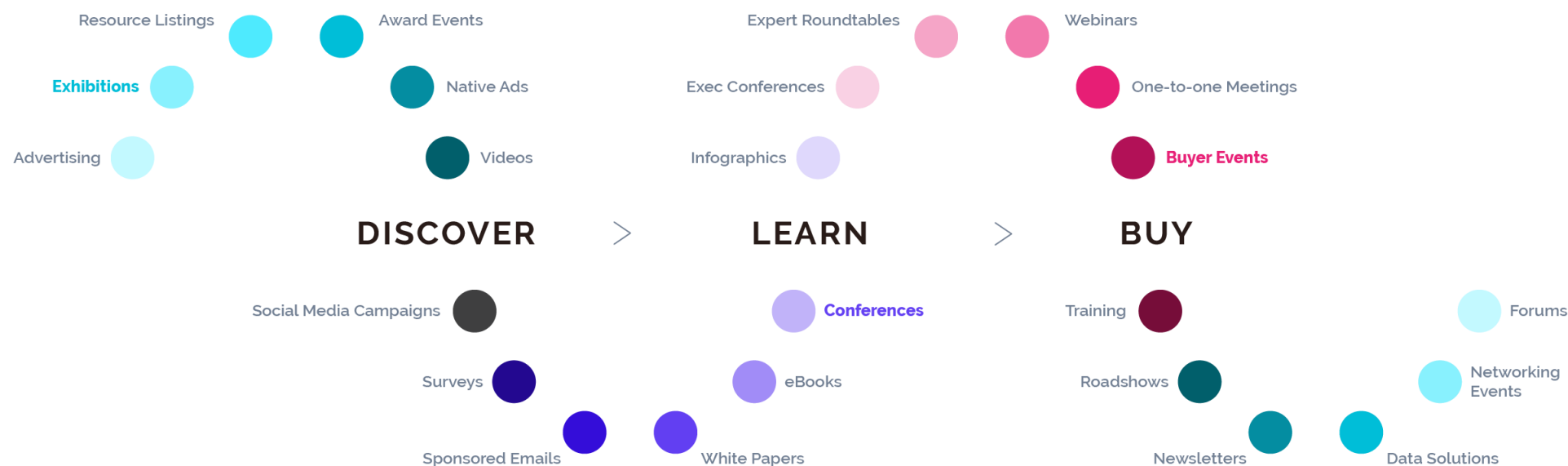


Collaborative culture + audience acquisition KPIs

Team activation



Solutions that get us into deeper relationships



Q Activate

Predict

Audience RESEARCH on
and off our sites

*What our audience is searching
for across B2B*

Activate

Delivering the CONTENT our audience is consuming,
focused through our vertical lens

Content and Events



Engage

Builds Sticky First Party
OWNED Database



How to use



Predict

Insights and trends

Combining Questex **vertical knowledge** with real time audience **trending data**.

EXAMPLE

- Hospitality loyalty searches **up 35%**
- **Popping search terms:** Loyalty liability, Travel & hospitality programs by over 1,000 hospitality companies
 - **Hospitality businesses popping in search** (IHG, CBRE, Hyatt, Accor, Marriot)



Activate

Events and content

Building content, programs and sponsorships on information that is **trending in popularity**.

Add a session about **loyalty liability** to our Hospitality event and include loyalty liability in the session title

Interview IHG on their loyalty initiative, and make it the **lead newsletter story and onsite**.



Engage

Sales

Market specific insights to activate **sales opportunities** and to provide trending **topic and competitive research**.

Wyndham Rewards has the highest trending loyalty program, **offer them a speaking sponsorship** at one of our hospitality shows.

Do the same for the competition to get healthy conversation.

Marketing

Topics and information to **target our audience with trending content** and to segment our audience.

Send a special alert around the newly added event content and speakers that will be at the event

Promote the newsletter, **showcasing the trending articles**

Questex Success

AUDIENCE GROWTH
verified contacts
last 18 months

↑ **41%**

16% new names **organically** added
(Events, NL, Content)

Added **3M+** **activity** data points
& **4M+** **demographic** data points

AUDIENCE ENGAGEMENT

↑ **10%**

NET PROMOTER SCORE

Average NPS: 30

Expos: 26.7

Conferences: 40.4

Virtual Events: 48.9

CROSS PROMOTE OUR PRODUCTS

Events <-> Newsletters <-> Content

Market <-> Market

INCREASE UNKNOWN TO KNOWN

Increased known **visitors with behaviors**
116% in the past 14 months

Organic Tradeshow Launch



300+ Exhibitors

3,500 Attendees

Launched in 7 months.

Appendix



Q1 2023: Where we are

- **458 clients** served; 1,659 digital product line items delivered
- **68,914,603 advertising** impressions served
- **25,921 leads delivered** for content marketing programs
- **1,789 promotions** delivered on 147 active programs for Q1
- **Re-engagement/Nurture** of 385,531 net new names
 - 105 individual nurture emails created
 - 41.2 k new names engaged
- **300 digital forms** created capturing over **40,000 submissions**
- **4,000 email deployments** sending over 176M emails
- **Events:**
 - 11 Events completed (January – April)
 - 6 conference events, 4 tradeshow with conference programs, 1 Hosted Buyer event
 - 153 sponsors, 411 speakers, 937 exhibitors
 - 13 Events in active mode (May and June)
 - 4 conferences, 4 tradeshow, 5 Hosted Buyer events
 - 19 Events in budget/planning mode
 - Registration: Processed 47,792 registrations across 11 events
 - 8 Virtual events covering 15 days with 11,285 total registrants; 40 webinars

H1: Hotel operations example in action



Predict

Insights and trends

Hospitality loyalty searches up 35%

- **Popping search terms:**
 - Loyalty liability
 - Travel & hospitality programs
- Over 1,000 hospitality companies are signaling interest on loyalty programs weekly
- **Other topics:** greenhouse gas; smart devices, staffing
- **Hospitality businesses popping in search** (IHG, CBRE, Hyatt, Accor, Marriot)



Activate

Events and content

Increase content around **real-time issues** from our expert perspective

Add a session about **loyalty liability** to an event and include loyalty liability in the title



Engage

Sales

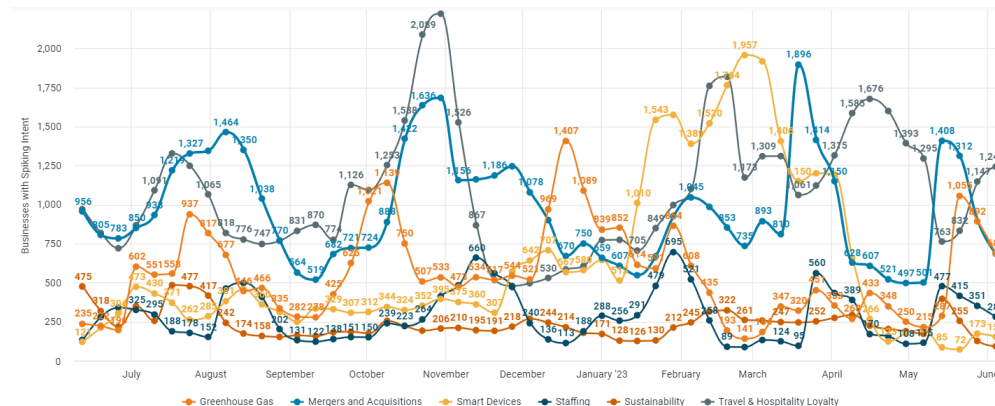
Wyndham Rewards has the highest trending loyalty program, offer them **speaking sponsorship** at events, same for competitors.

Share data with clients along with the opportunities/coverage of issues on our websites and at our events

Marketing

Send a special alert around the newly added event content and speakers that will be at the event

Promote the newsletter, **showcasing the trending articles**



H1: Telco example in action

Predict

Insights and trends

Cybersecurity searches up **30%**

- **Popping search terms:**
 - Zero Day Threat
 - Electronic Warfare
- 63% uptick in Backdoor searches by telco businesses responding to emerging threats
- 114% uptick in Telematics, businesses looking for device monitoring
- **Other topics:** 1000%+ low earth orbit (SpaceX), private 5G
- **Telco businesses popping in search in order** (AT&T, Verizon, Qualcomm, Comcast, etc)

Activate

Events and content

Increase content **around real-time issues** from our expert perspective
Add a session about **cybersecurity** to an event and include **Zero Day Threat** in the title

Engage

Sales

Offer Backdoor, Telematics and their competitors **speaking sponsorship** at events, same for competitors.

Show clients the data and the opportunities/coverage of issues on our websites and at our events

Marketing

Send a special alert around the **newly added event content** and speakers that will be at the event

Promote the newsletter, showcasing the **trending articles**





It happens here.