How Skillful Marketers Leverage Mobile Event Apps to Know Their Customers Better and Drive ROI
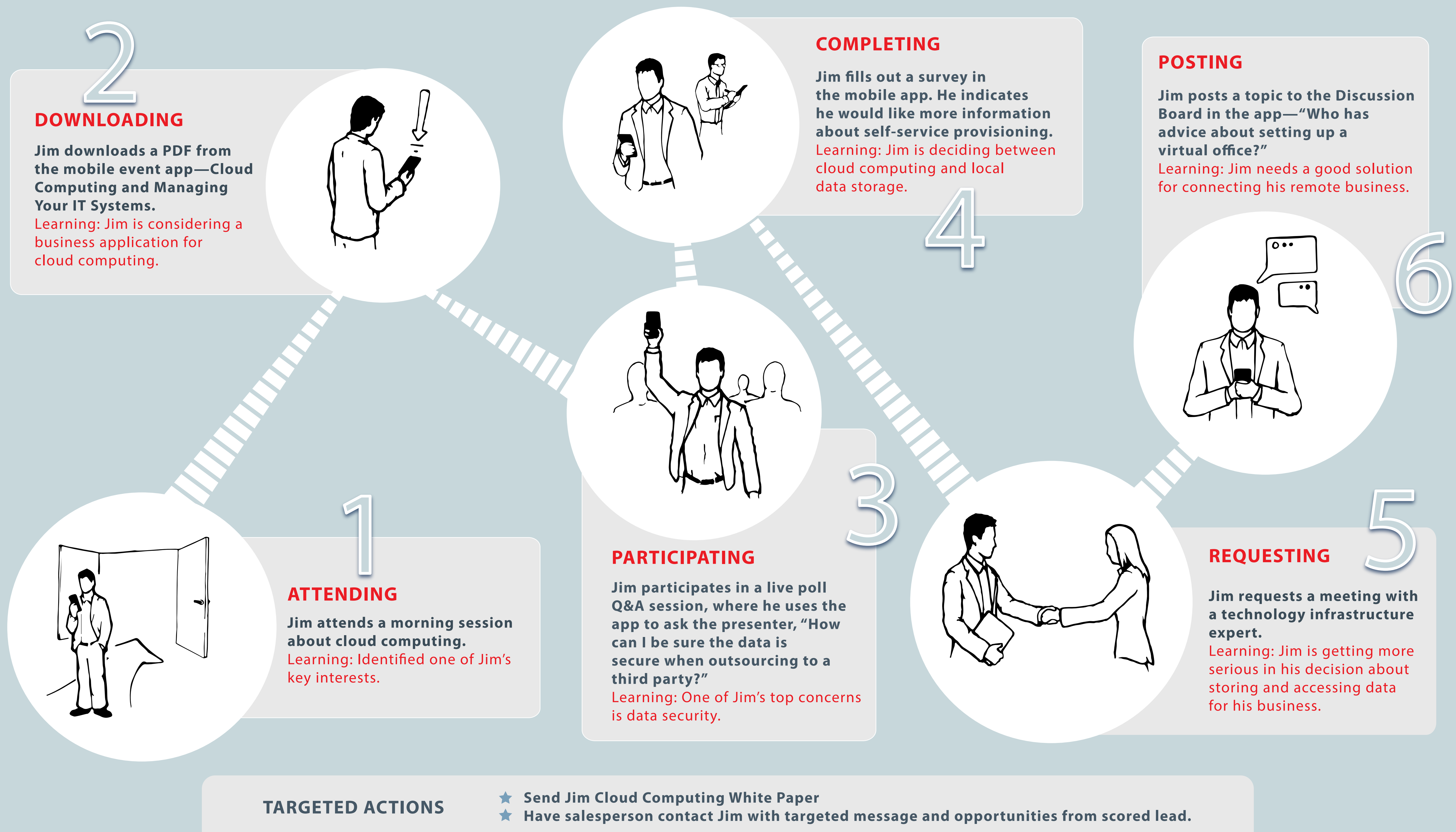
Gather Digital®
by Certain

2 DOWNLOADING

Jim downloads a PDF from the mobile event app—Cloud Computing and Managing Your IT Systems.
Learning: Jim is considering a business application for cloud computing.

COMPLETING

Jim fills out a survey in the mobile app. He indicates he would like more information about self-service provisioning.
Learning: Jim is deciding between cloud computing and local data storage.

4

POSTING

Jim posts a topic to the Discussion Board in the app—"Who has advice about setting up a virtual office?"
Learning: Jim needs a good solution for connecting his remote business.

6

1 ATTENDING

Jim attends a morning session about cloud computing.
Learning: Identified one of Jim's key interests.

3 PARTICIPATING

Jim participates in a live poll Q&A session, where he uses the app to ask the presenter, "How can I be sure the data is secure when outsourcing to a third party?"
Learning: One of Jim's top concerns is data security.

5 REQUESTING

Jim requests a meeting with a technology infrastructure expert.
Learning: Jim is getting more serious in his decision about storing and accessing data for his business.

TARGETED ACTIONS

★ Send Jim Cloud Computing White Paper
★ Have salesperson contact Jim with targeted message and opportunities from scored lead.