

 **Trade Show Internet****IN BRIEF****INDUSTRY**

- ▶ Trade Shows / Event Management

**CHALLENGES**

- ▶ Needed easy application integration with cloud-based email marketing
- ▶ Collect, store and synchronize data to the cloud in real-time
- ▶ Needed solution to promote trade show events and post-show follow-up with reporting.

**SOLUTION**

- ▶ Integrated innovative product with Pinpointe – full use of Pinpointe autoresponders and API
- ▶ Pinpointe for pre-show announcements
- ▶ Pinpointe for at-show sign-ups
- ▶ Pinpointe for post-show follow-up
- ▶ Pinpointe campaign reporting to quantify marketing campaign effectiveness.

**BENEFITS / ROI**

- ▶ Rapid lead lifecycle conversion by integrating Pinpointe's features
- ▶ Great support and reliability
- ▶ Increased sales and prospects using Pinpointe for in-house campaigns

## TRADE SHOW INTERNET

### TRADE SHOW INTERNET COMBINES IPAD + PINPOINTE CLOUD-BASED EMAIL MARKETING – REVOLUTIONIZES TRADE SHOW LEAD MANAGEMENT

Trade Show Internet has developed innovative and affordable Internet access and lead management solution for trade shows, meetings, conferences, and outdoor events. TSI services clients wherever their events take place - across the U.S. or around the world. The company's clients include Cisco, eBay, Google, Home Depot, Honeywell, John Deere, NASDAQ, Nissan, Philips, and Sony.

Trade Show Internet recently launched its flagship iPad application called 'LeadCatalyst', that changes prospect management and lead capture at trade shows and events. LeadCatalyst transparently ties to Pinpointe's cloud-based email marketing platform from the show floor to automate the entire lead capture and trade show / event prospect management process by capturing leads and automatically delivering literature.

Information that is captured on the trade show floor using LeadCatalyst is pushed in real-time to Pinpointe, and stored 'in the cloud' by Pinpointe's cloud-based email marketing system. LeadCatalyst uses Pinpointe's autoresponder features to send a sequence of customized follow-up emails to each lead. LeadCatalyst gives exhibitors the ability to function "off the grid" at events by avoiding the in-house Internet service and the one-size-fits-all lead retrieval scanner – at a cost savings of up to 40%.

**Main LeadCatalyst Features:**

- Ask company-specific survey questions to qualify each lead
- Send a thank-you email on the client's behalf immediately upon sign-up
- Track email opens and clicks to measure lead behavior and brand engagement
- Generate post-show reports with the 'Hottest Leads' ranked for prioritized follow-up

*“Pinpointe's professionally managed data center and world class customer support enable us to process thousands of lead sign-ups and schedule multiple email autoresponder sequences on behalf of our clients with 99.99% up-time.”*

**– Ian Framson, Trade Show Internet Co-Founder and CEO**

*With Pinpointe, we were able to rapidly integrate our iPad application – LeadCatalyst, with Pinpointe's Cloud-Based Email Marketing system to provide robust email marketing features to our customers.*

*Contact information is securely pushed to the Pinpointe Cloud.”*

**– Ian Framson, Trade Show Internet Co-Founder and CEO**

## **PINPOINTE SOLUTION**

The LeadCatalyst iPad application is transparently integrated with Pinpointe's cloud-based email system. Questionnaires are produced using Pinpointe's survey feature and results are captured directly and stored in the 'Pinpointe cloud' for easy access and reporting. All captured leads are also pushed directly to Pinpointe and stored in the cloud. LeadCatalyst uses Pinpointe's auto-responder features to trigger an immediate thank-you message to each captured lead. A follow on sequence of targeted, custom emails can also be set up to automatically send, further accelerating the movement of qualified leads through the sales funnel to convert into customers.

The post-show LeadCatalyst report includes all of the contact and survey data collected, along with behavioral qualifiers showing which prospects opened each email campaign and clicked on specific links. The advanced reporting features allow sales teams to focus their efforts on contacting the qualified leads that are actively engaged.

In addition to the LeadCatalyst application, Trade Show Internet uses Pinpointe to invite prospective customers to events where they are exhibiting and to create, send and track post-event email campaigns to maximize engagement with prospects. With Pinpointe, Trade Show Internet can easily report on recipients who open each campaign and click on specific links, so the sales team can prioritize follow up efforts.

For more information on LeadCatalyst, please visit:  
<http://tradeshowinternet.com/products/leadcatalyst>

## **WHY PINPOINTE?**

PinPointe provides a robust, professional platform that serves as the back-end engine to drive our LeadCatalyst solution. PinPointe's professionally managed data center and world class customer support enable us to process thousands of lead sign-ups and email autoresponders on behalf of our clients with 99.99% up-time.

Trade Show Internet was also able to easily integrate our application with Pinpointe and take advantage of Pinpointe's auto-responders, web forms and survey features to function as our application 'back-end'. In the future we look forward to adding more features, tracking and application flexibility to LeadCatalyst by taking advantage of Pinpointe's extensive API.

### ABOUT PINPOINTE

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former High Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization.

### CONTACTING PINPOINTE

Pinpointe sales and support are available from 8am to 8pm PST, M-F. We can be reached at:

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