

Content + Science = Live Engagement Results

A DoubleDutch research study shows compelling insight into the power of content in driving meaningful engagement, and ultimately business outcomes, at live events.

Here's what's needed to spark meaningful actions and connections to accelerate your business outcomes:

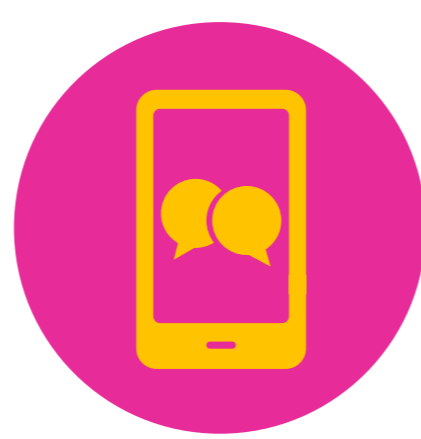
Data Set: 270+ Corporate External Events (past 6 months)

1 Drive Adoption and Engagement through an intuitive and addictive in-app user experience.



70%

average adoption per event



38

minutes in event app per event



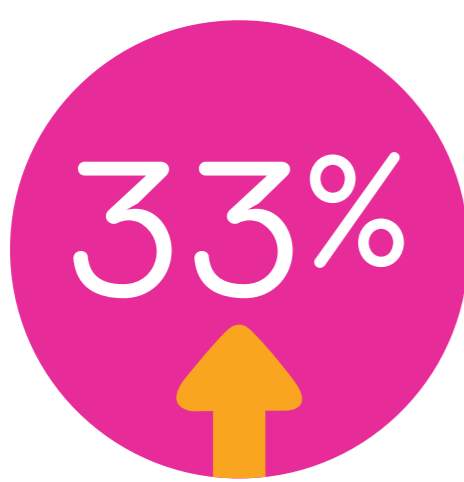
180+

avg. number of actions per attendee per event

2 Spur Action and go beyond passive views.

Our study finds that sharing content using proven in-app channels can increase the number of meaningful actions and connections at events.

Gamification



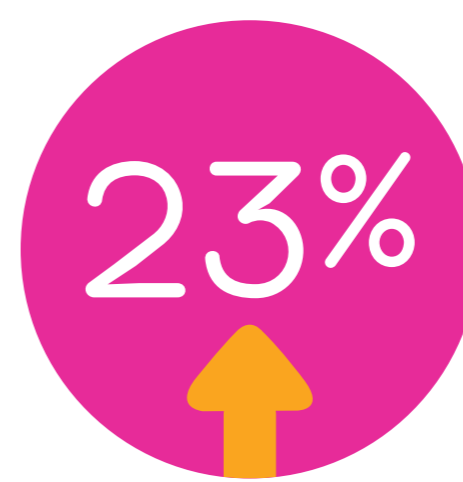
Timely Promoted Posts



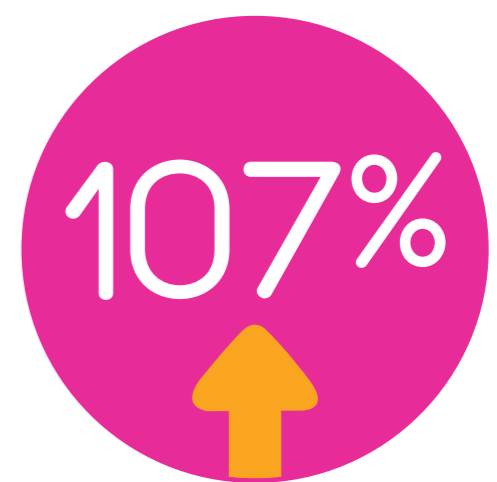
Photo Stream



Event Highlights Email



Personalized Agenda



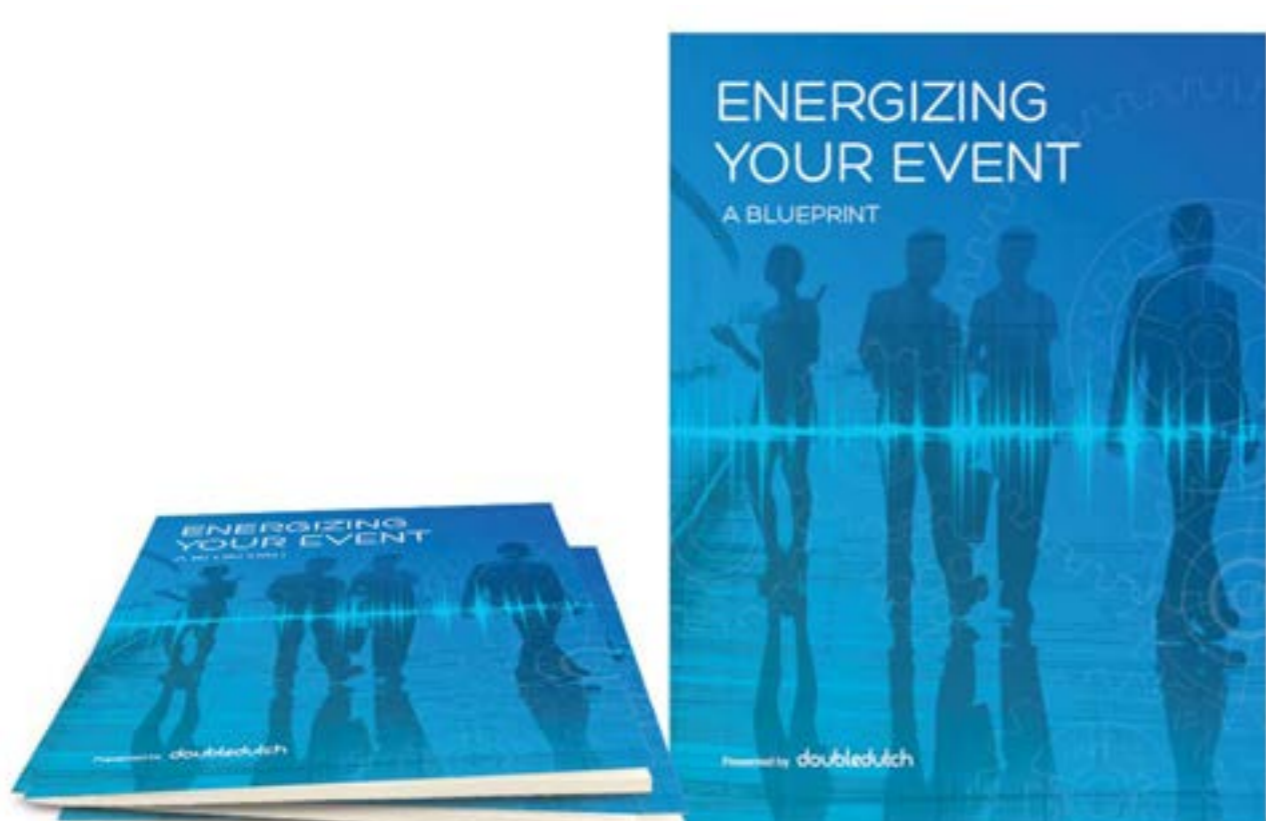
LIFT IN MEANINGFUL ACTIONS AND CONNECTIONS

3 Amplify the Impact when you combine content channels to orchestrate your event.

Our study also shows that customers who pair content with gamification and three or more promoted posts throughout the event, see on average, more than a

2.2x lift in #of attendees

who move beyond passive views to more intentional actions.



Want to learn how to orchestrate your events to make more attendees engaged with your brand and events?

Download our eBook to learn more:

ENERGIZING YOUR EVENT: A BLUEPRINT

Get eBook