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**Swisher International and eshots Announce Five-Year Partnership to  
Improve Consumer Engagement at Lifestyle Events**

**CHICAGO, Ill.**— Positioning its brand experience strategy around real-time insights that drive better understanding of consumer trends and preferences, Swisher International has formed a five-year partnership with eshots for experiential data capture and strategic insights.

“Consumers who engage in-person with our brand continue to have new and different reasons for how they value our products,” said Chris Heinmiller, Adult Consumer Engagement Coordinator for Swisher International. “Working with eshots will allow us to get ahead of the curve and better understand the unique needs our market, as well as share these valuable insights with our product development team.”

Using the eshots platform, Swisher International will have access to Event Intelligence, a collection of experiential-specific reports that deliver essential metrics to uncover brand engagement insights. eshots’ QuickCapture application, with built-in driver’s license scanning technology, allows Swisher International to quickly verify attendee age compliance to ensure local tobacco laws are followed.

“Working with Swisher opens a new vertical for eshots, where enterprise grade data security and management are mission critical. We are humbled by their vote of confidence to have us as their data partner,” said Craig Steensma, Founder and CEO of eshots. “Our team looks forward to helping them go beyond metrics and deliver insights that will lead to informed business decisions.”

To learn more about eshots, please visit [eshots.com](http://eshots.com) or email [info@eshots.com](mailto:info@eshots.com).

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### **About eshots, Inc.**

eshots' event marketing data capture methodologies allow its clients to better engage with attendees so they turn into customers. We combine a team of experiential marketing strategists with a suite of proprietary data capture apps and measurement platforms to deliver event insights. Using these data sources, clients are able to improve their event experience, better understand consumers, and demonstrate the impact of an event on their organization. We are proud to have some of the most respected enterprise brands as clients, including Fiat Chrysler, Ford Motor Company, Mercedes-Benz, the U.S. Air Force, and American Family Insurance, to name a few. In 2017, eshots helped its clients capture 3 million consumer leads from over 25,000 event days.

### **About Swisher International**

Jacksonville, Fla.-based Swisher International has manufactured quality tobacco products since 1861. The company ships over two billion cigars a year to more than 70 countries. More information on Swisher and the various products offered can be found at [www.swishersweets.com](http://www.swishersweets.com).