

CASE STUDY



atEvent Put an End to the ROI Guessing Game for a Specialized Staffing Company

Before they adopted atEvent, managers at a specialized staffing company struggled to measure and maximize ROI. atEvent's event lead management solution gave them the tools to evaluate the success of events, as well as to improve follow-up with event leads and accelerate sales.

IMPLEMENTING ATEVENT HELPED:

- Decrease time-to-follow-up by 67%*
- Filter & prioritize events to attend based on previous year's ROI*

EVENT CHALLENGES

WASTED TIME ON TRANSCRIBING LEADS

Sales teams relied on business cards and spreadsheets for lead information, which meant large chunks of time spent on transcription—time the sales team could have spent making more contacts and sales.

GENERIC AND DELAYED FOLLOW-UP

Follow-up with leads was often delayed, due to the time spent transcribing. And because their lead capture process left out any interaction context, salespeople were unable to personalize their communications.

LACK OF ROI DATA

Because prospects were not tied to an event in their system, managers had no way to evaluate the cost-per-lead of an event, preventing them from making sound decisions about which events to attend in the future.



THE ATEVENT TRANSFORMATION

“atEvent ushered in a new era of efficiency for our company.”

Specialized Staffing Company

QUICK ACCESS TO LEAD DATA

Can now scan leads and automatically zip interaction details to Eloqua—no manual transcribing needed.

FASTER, BETTER LEAD NURTURE

With lead information, interaction details, and follow-up actions available immediately in Eloqua, salespeople and recruiters are able to provide their leads relevant follow-up within 24 hours of meeting.

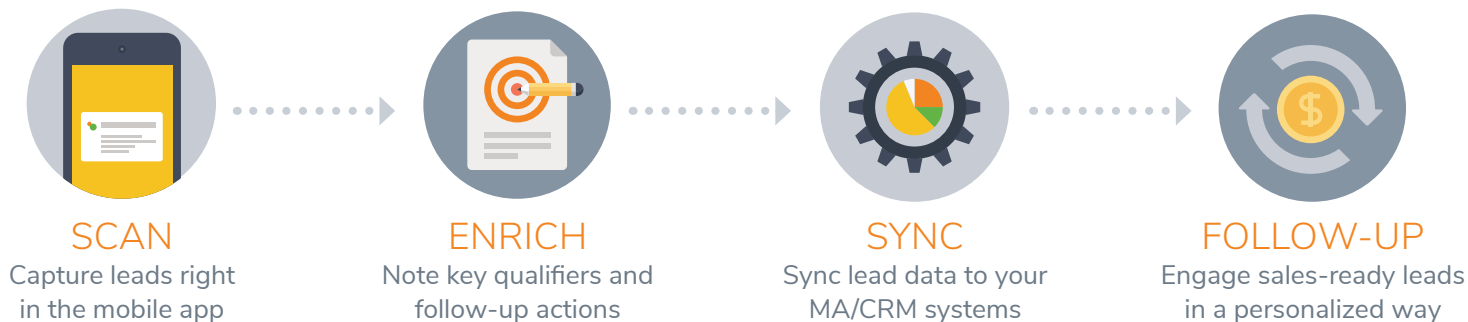
SMARTER SPENDING THROUGH EVENT INTELLIGENCE

This specialized staffing company can now take a critical look at whether an event was worth the initial investment by evaluating which prospects led to sales or new hires, and by determining which event contacts are new versus existing.



HOW ATEVENT WORKS

atEvent captures the event lead information that matters to your business, and automatically syncs it with your marketing automation and CRM systems.



READY TO PUT ATEVENT TO WORK FOR YOU? [CONTACT US TO START YOUR TRIAL.](#)

