



 questex

NPS Surveys using Omeda & Credspark

Save time, create a seamless end user
experience and convert unknown to known

Your Hosts



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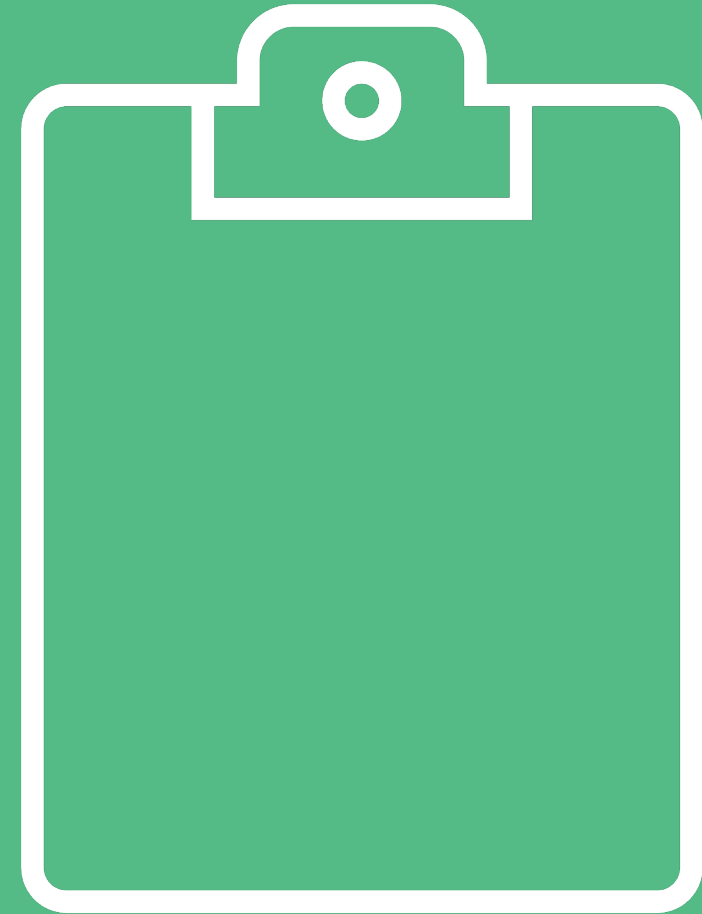
Omeda

Overview

- NPS Process
- Our Goals
- Key Improvements
- The Results

NPS Process

- Launched NPS Surveys in 2020
 - Standard company-wide questions
 - Standardized execution process
- Over 72,000 responses since launch
- Over 1 million data points



Why Revamp the Process?

- Limitations
- Multiple Tools
- Lack of Reporting Capabilities
- Dependent on Vendor's IP Sending Reputation

Deficiencies with our Previous NPS Process



Disjoined Experience

Used an NPS Tool & a Survey Tool to Continue Survey due to limitations.



Manual Processes

Setting up the import with multiple required fields and Loading of Survey Send Recipients = lengthy process.



Automated Reminders Disabled



Lack of Deliverability Insights and Bot Filtering



Time-Consuming Reports

Due to lack of reporting features, data would be exported, reconfigured and reported on via Google Looker Studio.



Event registration system

Registrants are not automatically recognized as known users in Omeda.

Our Goal



Efficient NPS survey solution. Save time.



Seamless end user experience



Enhance the unknown-to-known conversion rate in Omeda

The Audience: Event Participants

- 72,000 survey responses since launching NPS surveying in 2020
- 19,000 event survey responses in 2023



Key Improvements

Enhanced company-wide standard NPS questions

How likely are you to recommend **Event Name** to a friend or colleague?*

0 1 2 3 4 5 6 7 8 9 10

Not at all likely Extremely likely

Next

In your opinion, what is the greatest benefit of participating in this event?

Previous Next

Event marketers can update existing NPS surveys with custom questions directly in the **SAME** tool!

Section 5: CUSTOM QUESTIONS FROM MARKETING TEAM

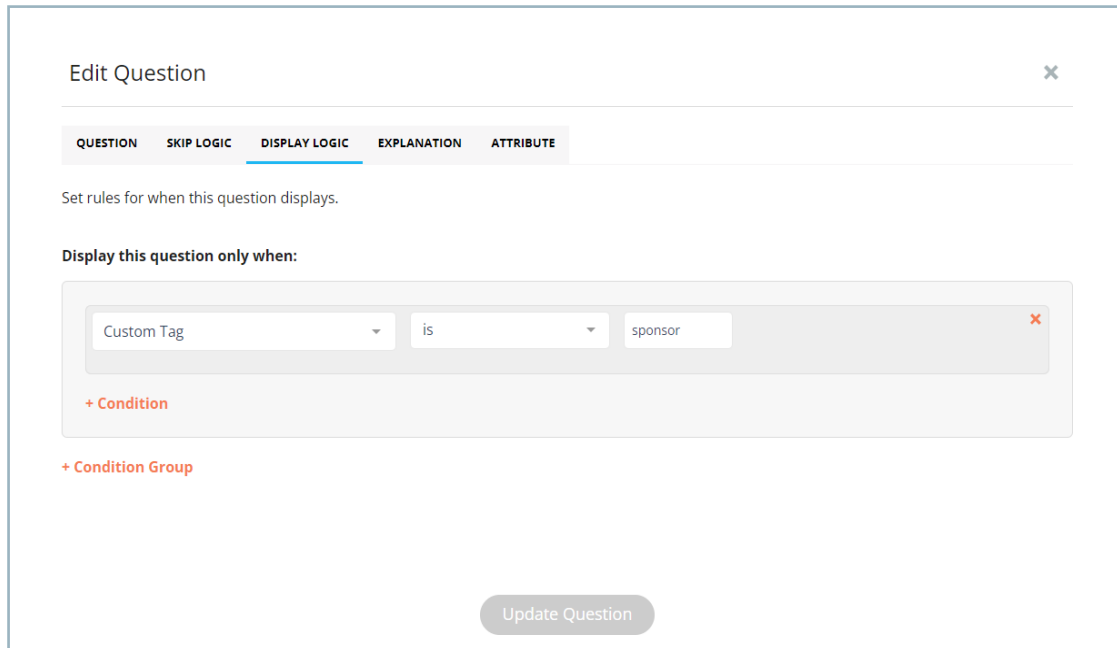
0% abandoned here 0 responses

15. CUSTOM QUESTIONS GO HERE --- IF NO CUSTOM QUESTIONS, PLEASE DELETE BEFORE SENDING THIS SURVEY

Remove Page Break Insert Question Insert Embed Break ^{NEW} Add Section

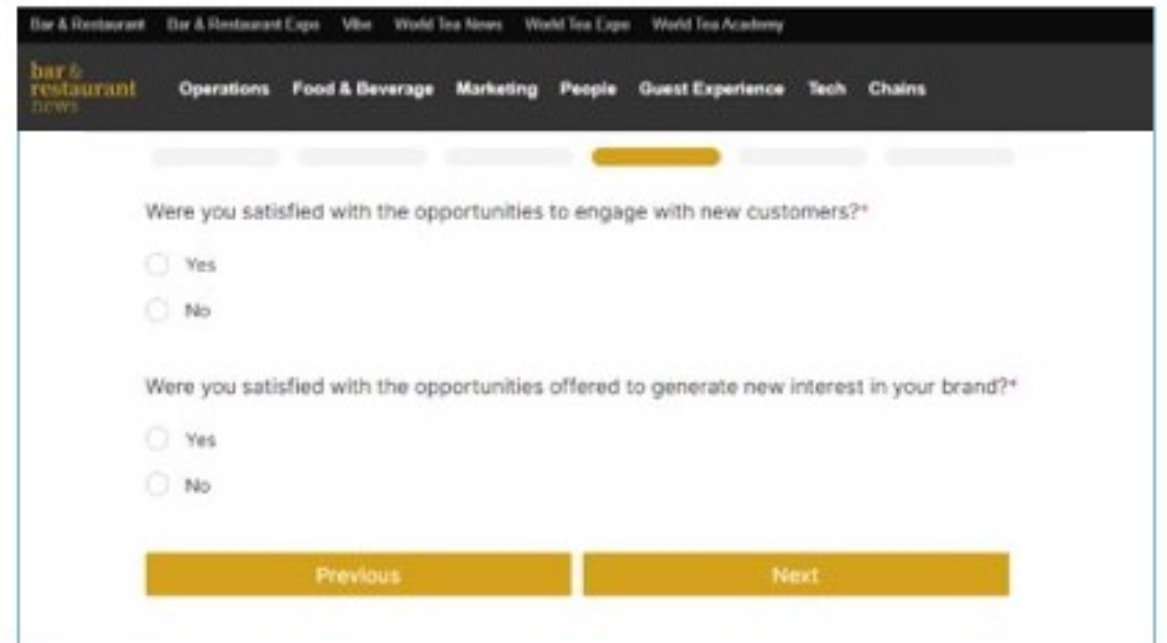
Key Improvements

Custom Tags allow us to serve questions based on the segment of the audience



The screenshot shows the 'Edit Question' interface with a tabbed menu at the top: QUESTION, SKIP LOGIC, DISPLAY LOGIC (selected), EXPLANATION, and ATTRIBUTE. Below the tabs, it says 'Set rules for when this question displays.' and 'Display this question only when:'. A configuration box contains a dropdown menu with 'Custom Tag', a dropdown with 'is', and a text input with 'sponsor'. Below this box are links for '+ Condition' and '+ Condition Group'. At the bottom right is an 'Update Question' button.

On-Brand Experience – Surveys are now embedded on Questex’s website



The screenshot shows a survey embedded on the Questex website. The website header includes 'Bar & Restaurant' and 'World Tea News' with various sub-sections like 'Operations', 'Food & Beverage', 'Marketing', 'People', 'Guest Experience', 'Tech', and 'Chains'. The survey consists of two questions, each with 'Yes' and 'No' radio button options. The first question is 'Were you satisfied with the opportunities to engage with new customers?*' and the second is 'Were you satisfied with the opportunities offered to generate new interest in your brand?*. At the bottom of the survey are 'Previous' and 'Next' buttons.

Key Improvements

- Omeda integration grants access to event behaviors, **simplifying Audience Builder targeting** for survey sends
- Utilizing CredSpark's "Embed First Question in Email" feature & Odyssey's designer tool, survey emails are **easily customized and sent**
- Odyssey template built with re-send of NPS survey to non-opens/non-clicks after 4 days

 International Hospitality Investment Forum

How likely are you to recommend **International Hospitality Investment Forum** to a friend or colleague?

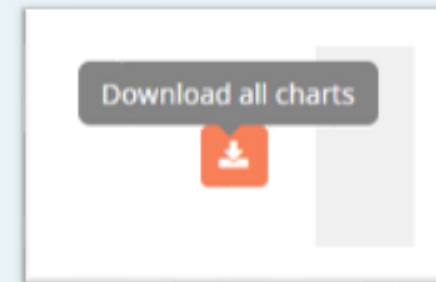
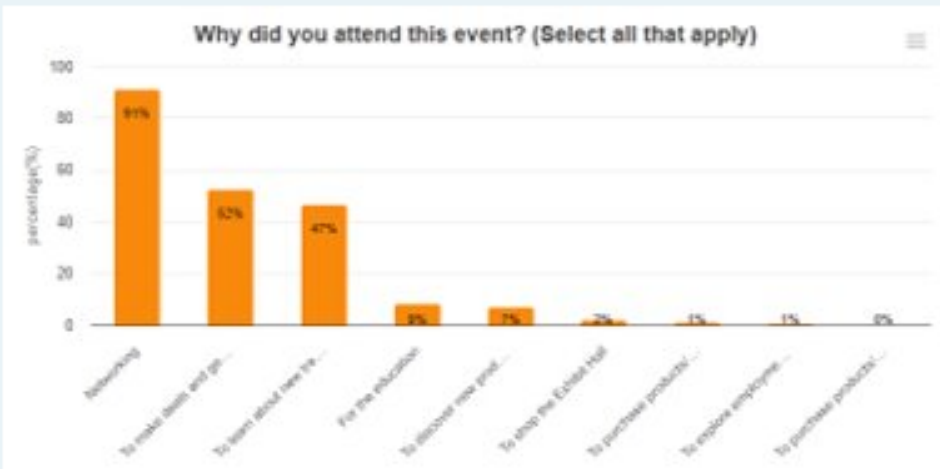
0	1	2	3	4	5	6	7	8	9	10
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Not at all likely Extremely likely

You are currently subscribed as profen@quester.com
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Key Improvements

Faster! Reporting is downloaded directly from CredSpark, eliminating the time-consuming specialized reports we were previously creating.



Key Improvements

More known users!

- Clicking the email link leads recipient to...
 - Successfully answer the first survey question (0-10 rating)
 - Land on the website page with Olytics script, creating a known user
- Data is transferred into CredSpark



The Results

- Websites linked to March events experienced a **175% increase** in unknown-to-known website visitors compared to the previous month.
- The unknown-to-known total represented **20% of all unknown-to-known visitors** for these same sites throughout 2023.
- In March 2024, Questex websites successfully **converted 27,720 unknown users into known users**, marking a **143% increase** over March 2023.
- **805 respondents** of a beauty event completed additional custom questions, a significant increase from the **387 using our multi-tool approach** in 2023. Furthermore, this event witnessed a **25% rise in testimonials year over year**.
- A wellness event saw an uptick in respondents completing additional custom questions, with **166% over our previous tools**, accompanied by a **more than 100% increase in testimonials** for the event compared to 2023.

Q&A

Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars at Omeda.com.

