AUDIENCE EXCELLENCE IN ACTION

OMEDA WEBINAR SERIES

Your Hosts

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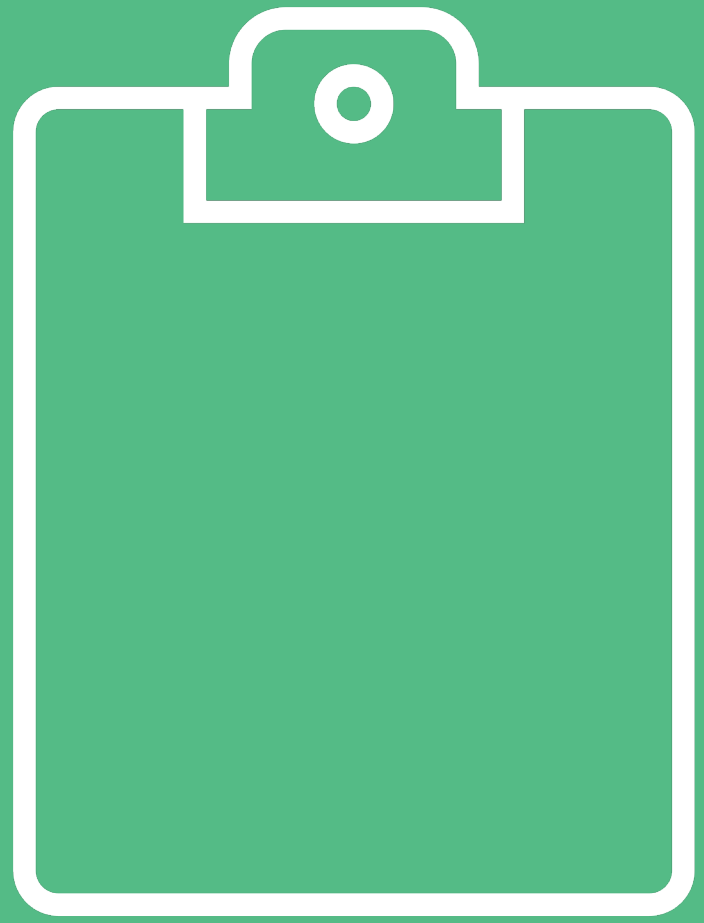
Overview

- 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

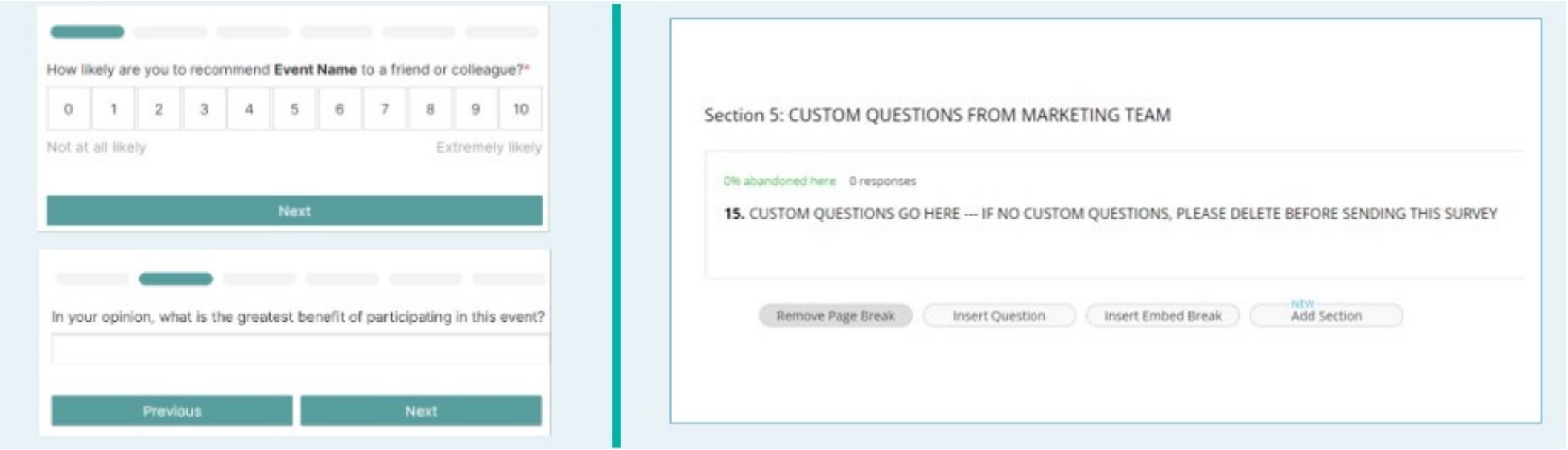
The Audience: Event Participants

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

Key Improvements

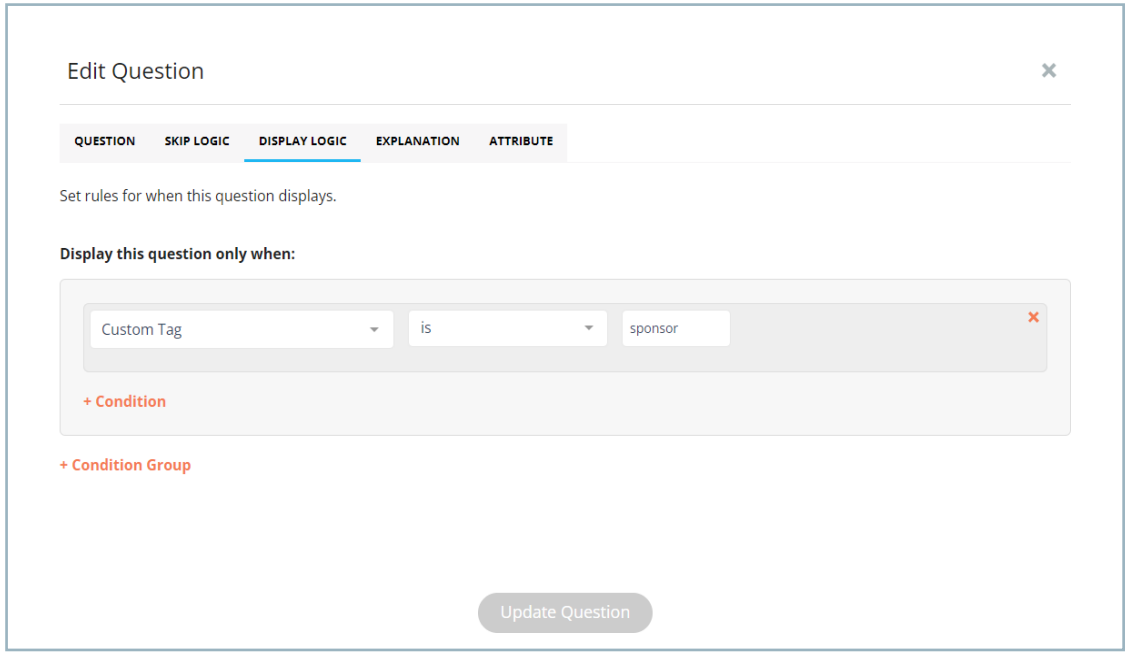
Enhanced company-wide standard NPS questions

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

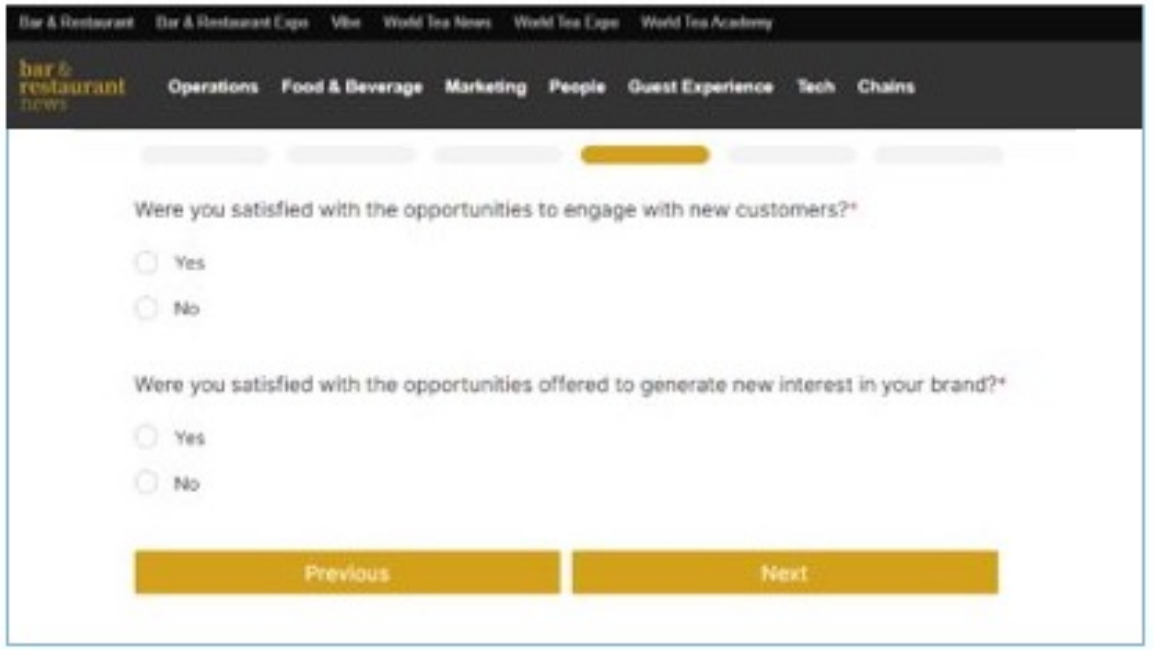


Key Improvements

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



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

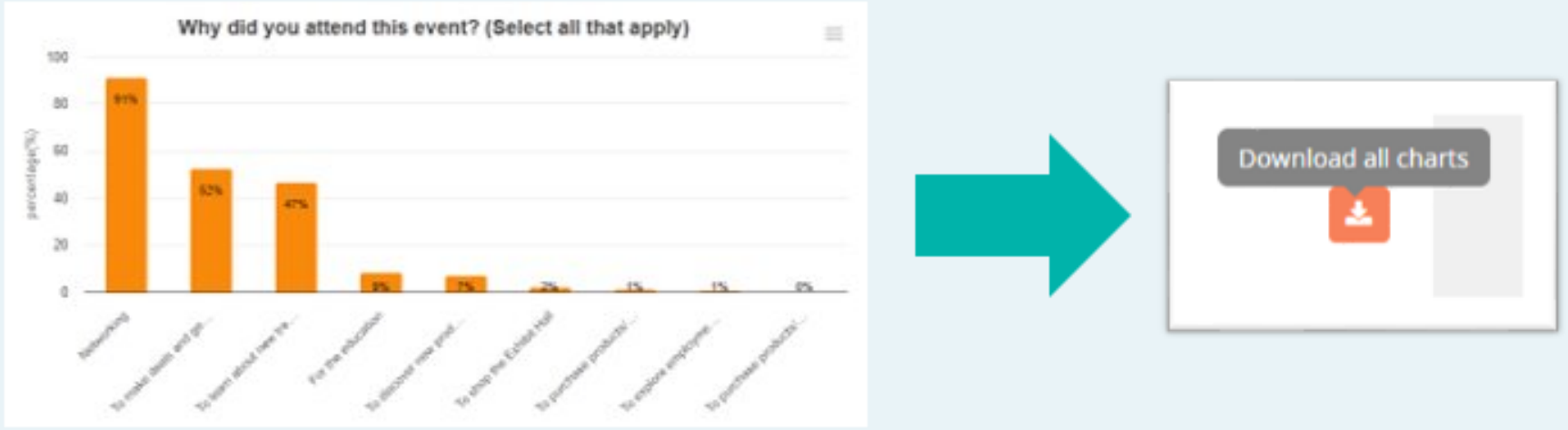


Key Improvements

- 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

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.

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