IMEX in Frankfurt

Challenge:

IMEX in Frankfurt is the efficient, one-stop-shop for planners looking to book and organise worldwide meetings, events and incentive travel programmes.

They had a problem getting visitors to return year-on-year and Metrix Data Science were contracted to deal with this challenge head on.

IMEX Frankfurt

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What we did:
CRM strategy

We used the detailed information attendees had submitted on previous registration forms to segment the hosted buyers and visitor buyers into groups of look-a-like contacts.

These segments were used to develop creatives highly targeted towards each individuals business interests. A visitation hierarchy was also calculated to identify different types of bookers, such as consecutive bookers, dippers and lapsed.

We developed a CRM framework using these results, putting individuals into different communication streams based on their segment allocation and previous booking behaviour.

METRIX DATA SCIENCE: CASE STUDY

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Outcome:

The detailed CRM framework is currently in action for IMEX in Frankfurt 2016.

Bespoke creatives have been developed using the pen portraits generated for each visitor segment to create a highly targeted campaign.