

How Cognition Supports the Conference and Events Division of a Global Financial & Business News Publishing Group

ABOUT CLIENT

CLIENT

A Global Financial/Business
Publishing Group



INDUSTRY

Media Publishing



PRODUCTS

Conference and Events



TARGET GEO

Global



BUSINESS OBJECTIVE

The conference and events division of a leading global business news organization faced challenges in optimizing its event ROI. While managing extensive target markets, significant data volumes delivered audiences but fell short in ROI. Their shift to a digital event model demanded audience numbers that surpassed traditional physical events by more than ten times.

CONTEXT

The conference and events division of a renowned global business news organization is grappling with the challenge of maximizing ROI amidst managing expansive target markets and significant data volumes. Despite the ability to attract audiences, the existing approach falls short in delivering the desired returns. Additionally, the organization's transition to a digital event model necessitates a paradigm shift, with audience expectations surpassing traditional physical events by over tenfold. In response, our company is poised to implement innovative strategies that align with the evolving landscape, driving enhanced ROI and ensuring unparalleled audience engagement in the digital era of event management.

OUR SOLUTION

Design

Event Profiling: Defined explicit target briefs for each event, outlining key audience profiles and engagement metrics.

Segmentation Strategy: Created a segmentation model based on the target brief to categorize potential audiences.

ROI Framework: Established a clear ROI framework based on a value of \$100 per event registration.

Approach

Segment Testing: Tested the market's responsiveness across various segments, analyzing their engagement patterns.

Data-Driven Prioritization: Developed a data build system for each event, emphasizing sectors with the highest ROI potential.

Adaptive Strategy: Allowed for exceptions to prioritize audience quality, ensuring relevance to exhibitors and sponsors.

Feedback Loop: Integrated continuous analysis from live campaigns to refine the audience engagement model.

OUR METHODOLOGY

Focused Analytics: Applied analytics to identify which segments (by sector, seniority, and job title) delivered a positive or negative ROI.

Volume Efficiency: Achieved the desired audience scale with a 60% reduction in data build volume.

Continuous Refinement: Leveraged insights from each data build to continually enhance the strategy, adapting to external factors.

OUTCOMES



Improved data efficiency by reducing build volumes by 60%, maintaining results, and enhancing operational effectiveness and resource management.



Achieved a 37% year-over-year increase in digital audience registration, amplifying our reach and engagement within target markets.



Maximized event profitability through focused analysis, identifying and prioritizing the 22% positive ROI from 22k records, unveiling 2.8 million potential records from an original 12 million dataset.



Enabled accelerated product launches and event ROI evaluation through crucial data insights, fostering informed decision-making and proactive market response.