

# CASE STUDY: Lead Generation: Data-Infused Transformation: Elevating Global Solar Events with Comprehensive Engagement Strategies

## CLIENT

A leading global provider of event and conference management services



## INDUSTRY

Event and Conference Management/ Energy / Solar Sector



## PRODUCTS

Energy Events



## TARGET GEO

Global



## CONTEXT

A leading solar energy event provider faced challenges with low visitor registration, stagnant exhibitor revenues, and rising global competition. Their 2024-25 expansion plans required a data-driven strategy to boost portfolio-wide growth.

## BUSINESS OBJECTIVE

- Transform visitor registration rates from <1% to industry benchmark levels
- Revitalize exhibitor revenue through enhanced targeting and engagement
- Build competitive advantage in an intensifying global market
- Enable successful portfolio expansion for 2024-25-
- Create scalable, data-driven growth framework across six major annual events.

## OUTCOMES



### Targeted Lead Growth and Cost Optimization:

- Reduced prospect universe from 1.2M to 260K high-propensity targets
- Achieved 65.5% conversion rate for installer segment
- Improved campaign ROI by 40%



### Exhibitor Revenue Impact:

- 28% increase in exhibitor retention through enhanced competitor intelligence
- 37% year-over-year growth in exhibitor revenue
- Successful penetration of previously untapped market segments



### Engagement and Efficiency:

- 20% overall growth in event attendance
- 32% improvement in registration rates
- 40% reduction in data build costs while maintaining performance
- Successful engagement with high-value delegates previously unreachable

## OUR SOLUTION

### Enhanced Event Registration:

- Implemented analytics-led registration strategies
- Developed propensity-based targeting framework
- Established continuous performance monitoring

### Exhibitor Revenue Optimization:

- Created comprehensive competitive landscape analysis
- Identified and targeted overlooked market segments
- Implemented data-driven outreach strategies

### Strategic Engagement Enhancement:

- Deployed personalized outreach strategies
- Developed targeted content for different segments
- Established ongoing engagement measurement

### Speaker Program Enhancement:

- Integrated industry leader database
- Implemented speaker scoring system
- Created continuous update mechanism