

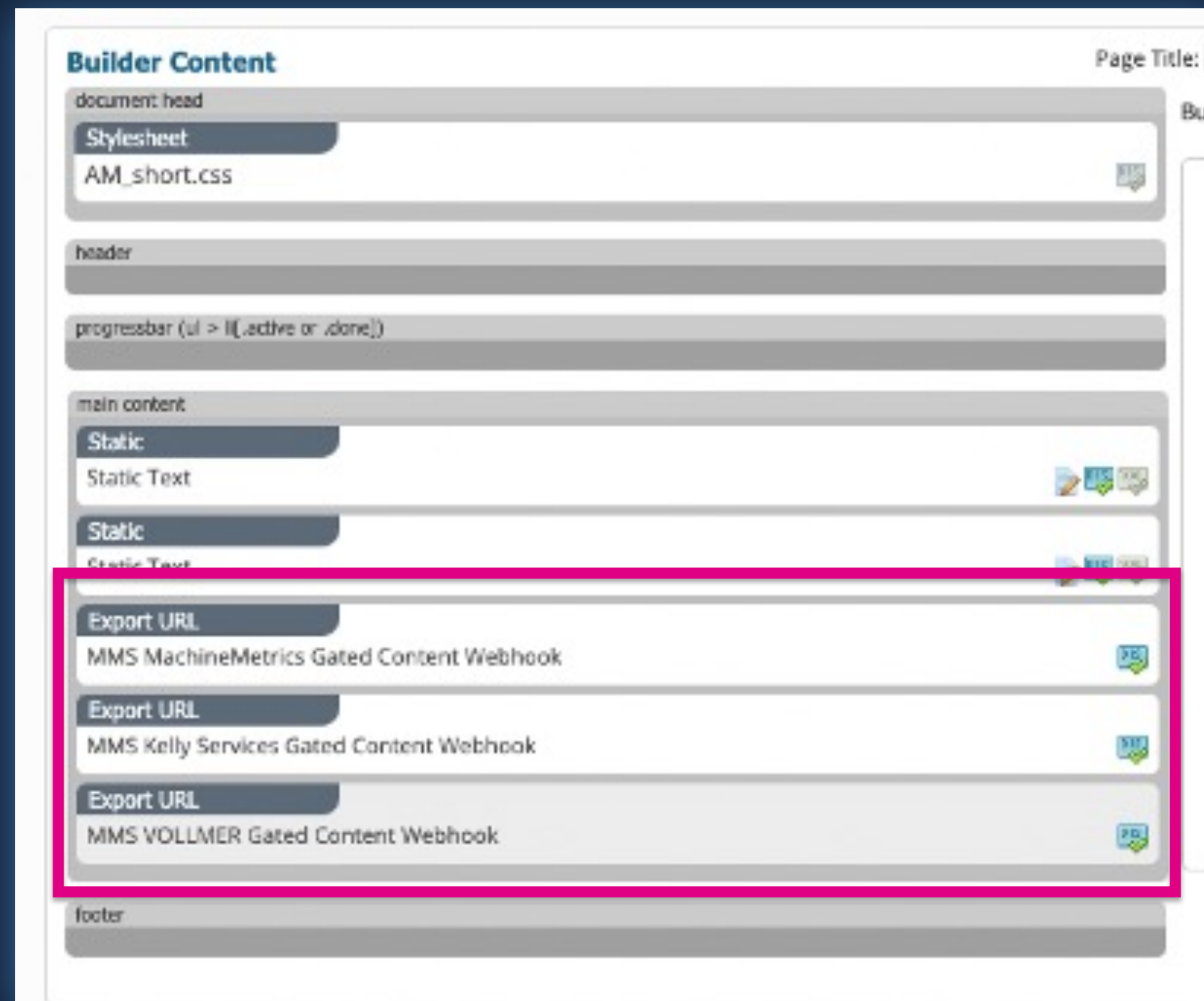
SUCCESS STORY

The Seven Omeda Tools That
Help Gardner Business Media
Improve Digital Opportunities

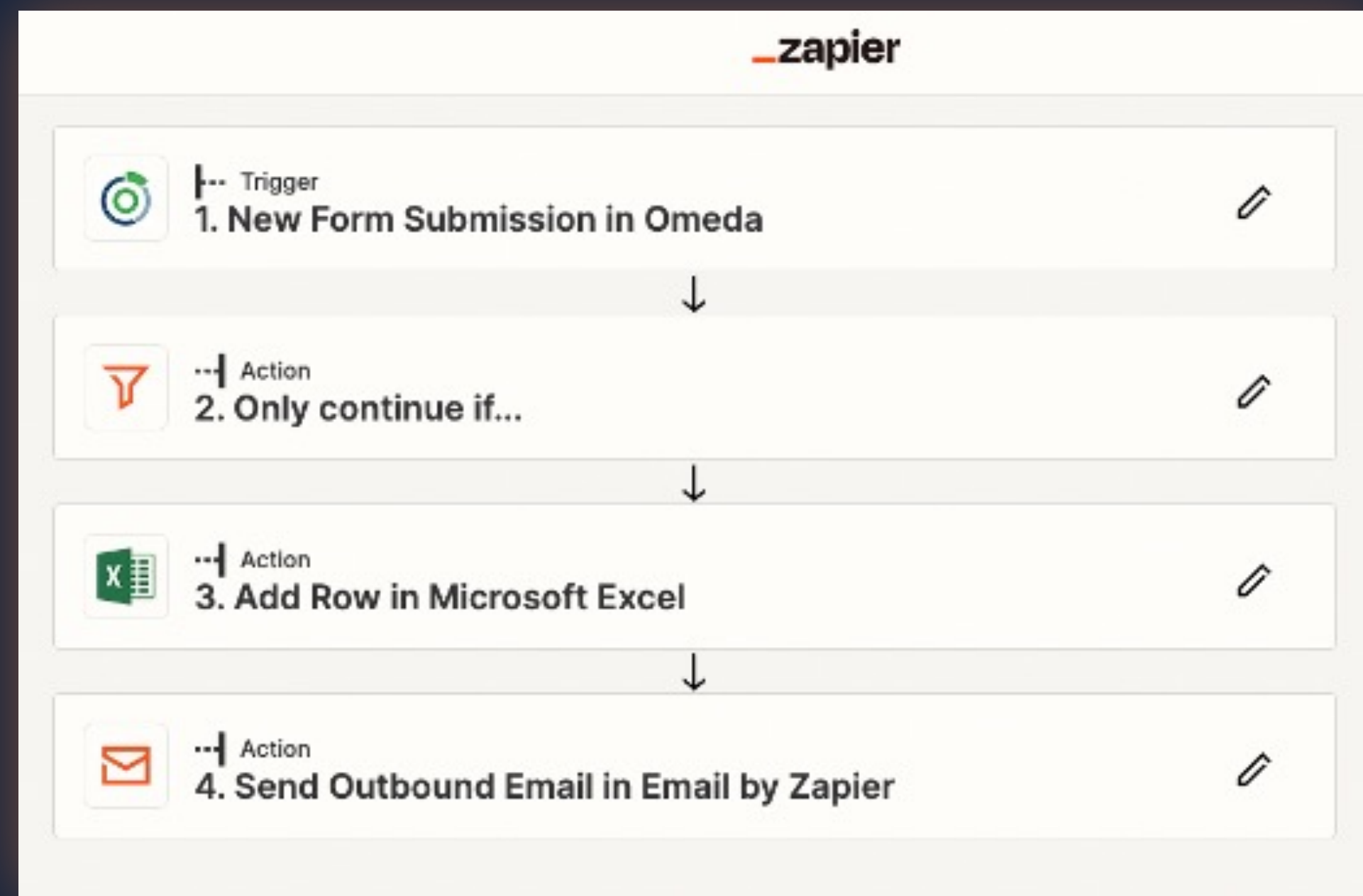


Alex Lytle
DIRECTOR DIGITAL
ENGAGEMENT
Gardner Business Media

1. Form Builder - Export URL - Webhook

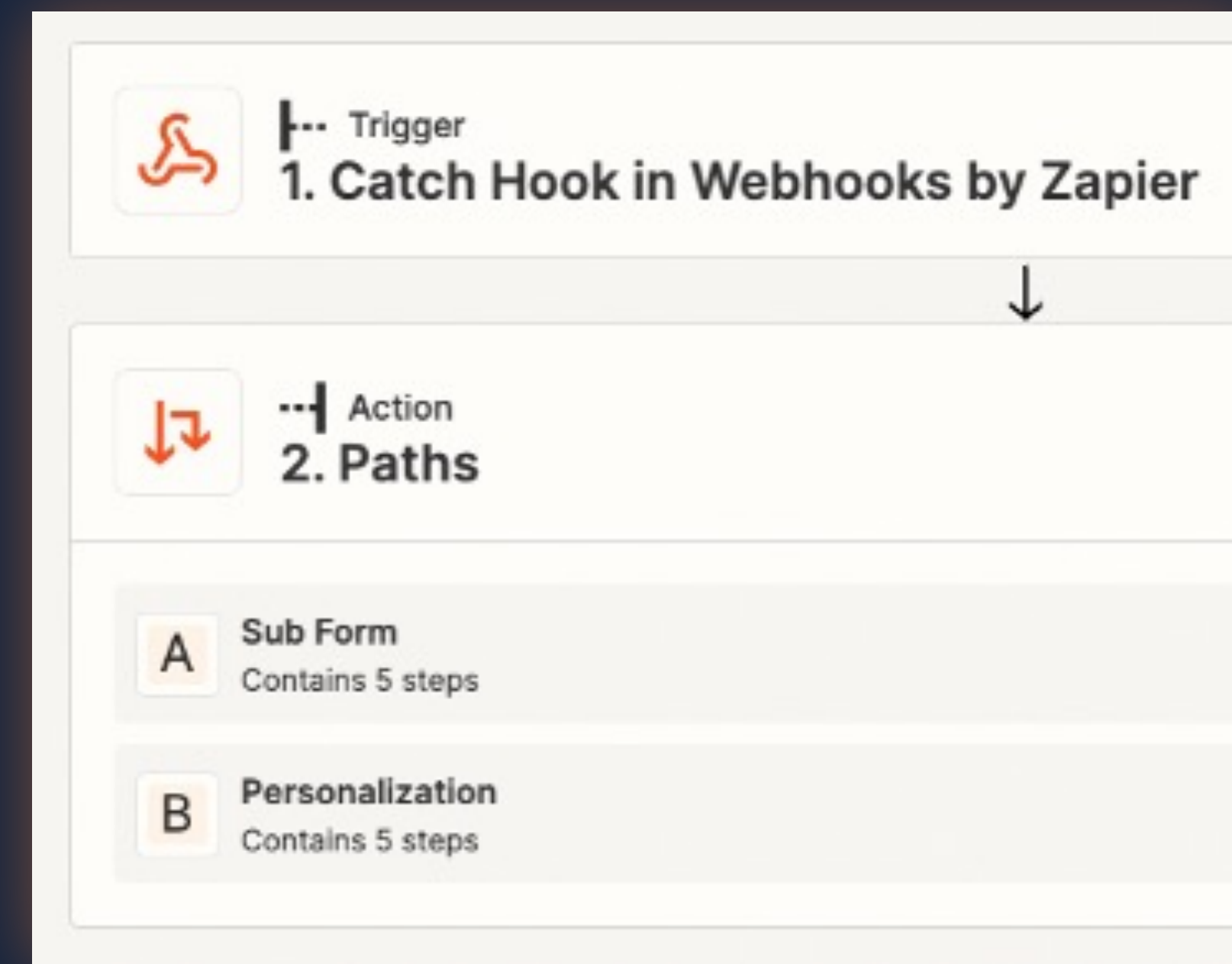


1. Form Builder - Export URL - Webhook



The screenshot shows a Zapier workflow with four steps:

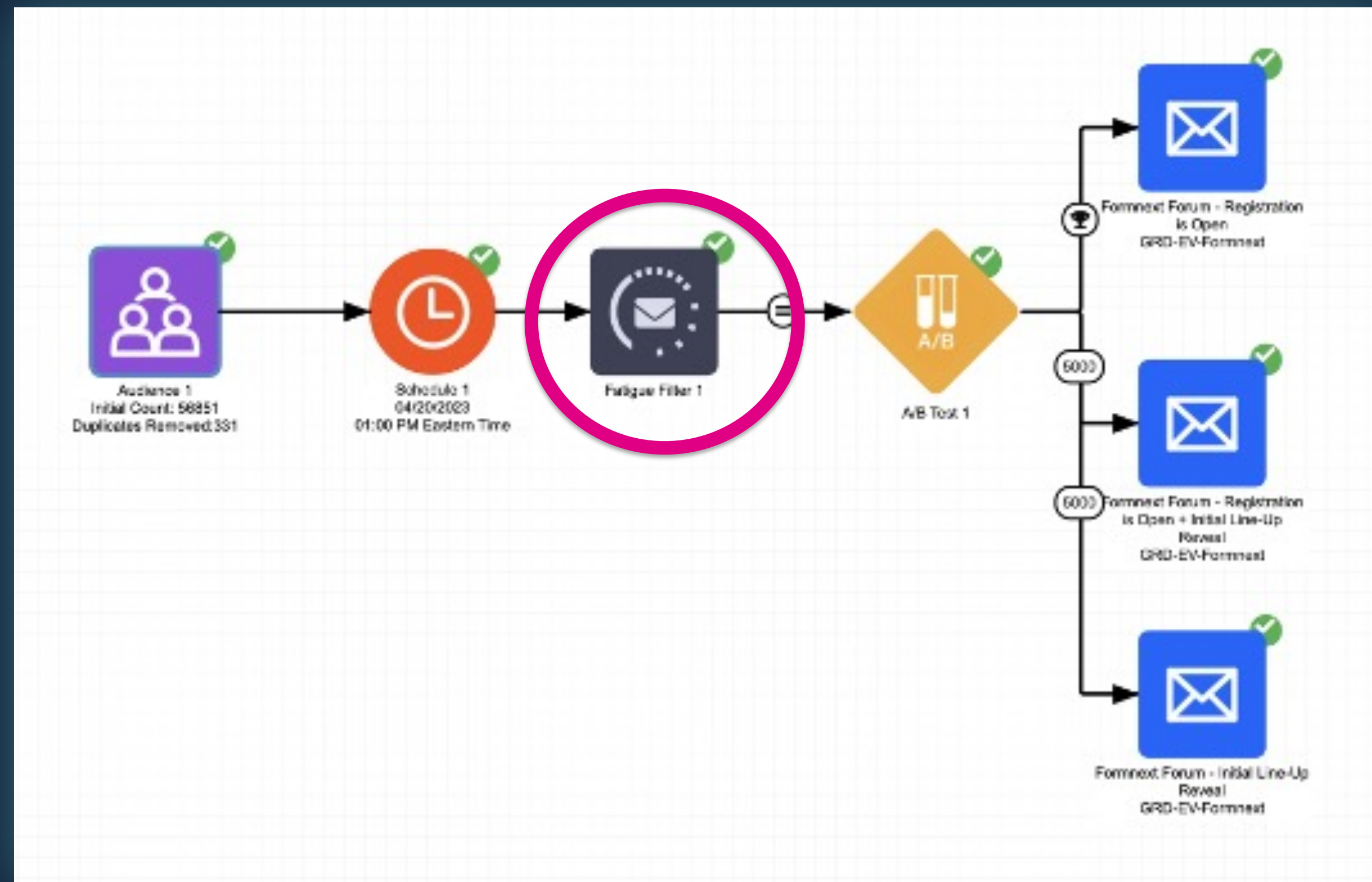
- Trigger:** 1. New Form Submission in Omeda
- Action:** 2. Only continue if...
- Action:** 3. Add Row in Microsoft Excel
- Action:** 4. Send Outbound Email in Email by Zapier



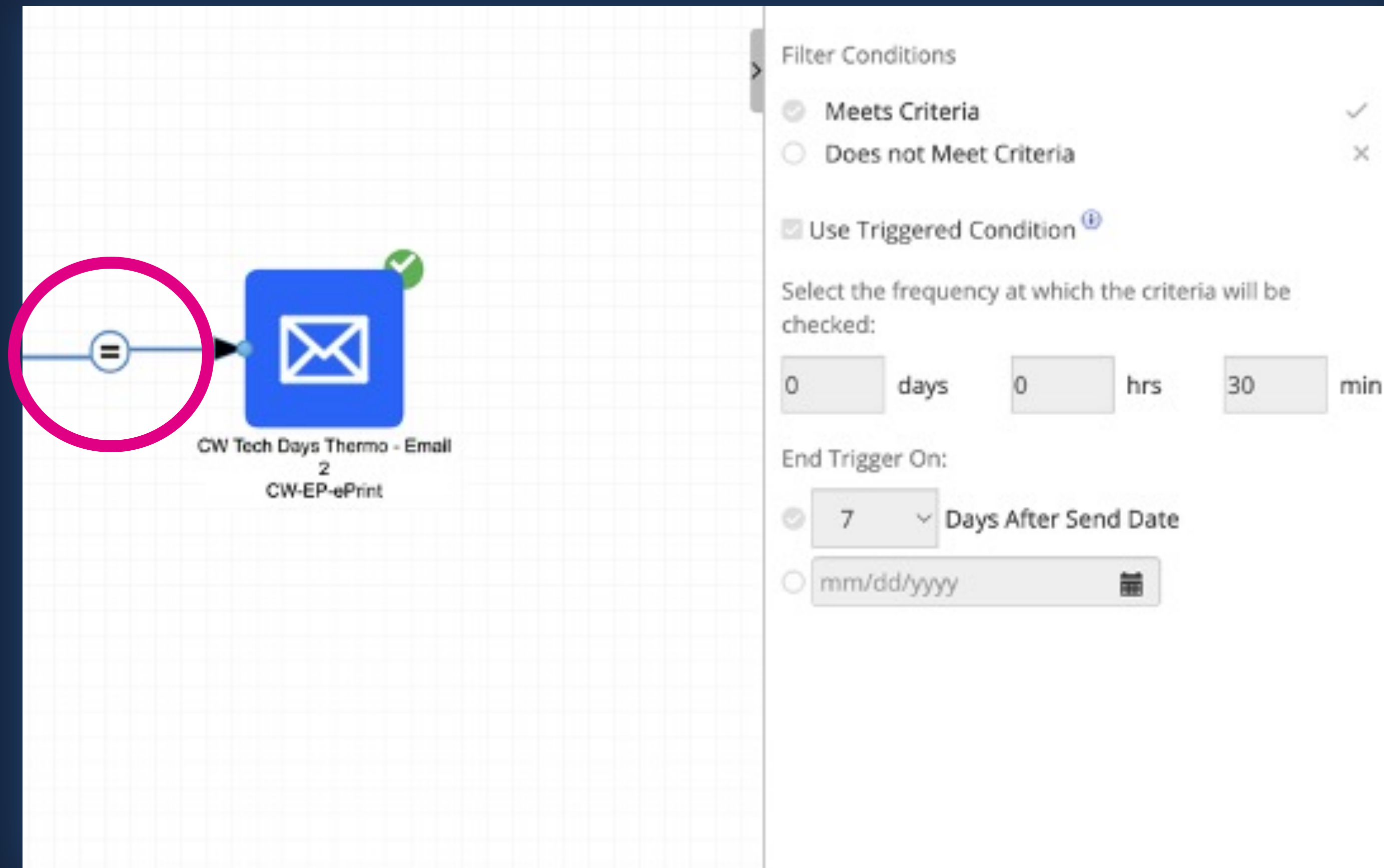
The screenshot shows the configuration for a sub-form within a Zapier workflow:

- Trigger:** 1. Catch Hook in Webhooks by Zapier
- Action:** 2. Paths
 - A Sub Form** Contains 5 steps
 - B Personalization** Contains 5 steps

2. Odyssey - Email Fatigue Filter



2. Odyssey - Email Fatigue Filter



The screenshot displays a workflow editor interface. On the left, a workflow diagram shows a step with an equals sign icon (circled in pink) connected to an email icon. Below the email icon, the text reads "CW Tech Days Thermo - Email 2" and "CW-EP-ePrint". On the right, a configuration panel for the filter condition is shown.

Filter Conditions

- Meets Criteria ✓
- Does not Meet Criteria ✕
- Use Triggered Condition ⓘ

Select the frequency at which the criteria will be checked:

0 days 0 hrs 30 min

End Trigger On:

- 7 Days After Send Date
- mm/dd/yyyy 📅

3. Data Loader - Webhooks

Webhooks

STATUS: All Non-Archived FILTER: Search Search

NAME	INTEGRATION TYPE	URL IDENTIFIER	LAST ACTIVITY	TEMPLATE STATUS	STATUS	ACTIONS
BigMarker - US Webinars	General - Json	usbigmarkerwebinars1634142861773	2023-04-21 20:05	Mapped	Active	...
MagHub Contacts	General - Json	maghubcontacts167026200386	2023-04-21 17:32	Mapped	Active	...
Wix - Formnext	General - Json	wixformnext1674488341783	2023-04-21 16:27	Mapped	Active	...
BigMarker - Mexico Webinars	General - Json	mexicobigmarkerwebinars1634324697567	2023-04-21 14:00	Mapped	Active	...
CDS - FormNext Registrants	General - Json	cdsformnextregistrants1681412578457	2023-04-21 08:45	Mapped	Active	...
CDS PMTS 2023	General - Json	cdspmts20231684286001654	2023-04-21 07:19	Mapped	Active	...
BigMarker - Digital Demos	General - Json	digitaldemos1634224480690	2023-04-18 20:50	Mapped	Active	...
NetLine - VOLLMER Gated Content	General - Json	netlinevollmergatedcontent1681837676585	No Activity	Mapping Incomplete	Active	...
CDS - PMTS Abandoned	General - Json	cdspmtsabandoned1674830434685	2023-04-15 07:25	Mapped	Active	...
CDS - FormNext Abandoned	General - Json	cdsformnextabandoned1681412640061	No Activity	Mapping Incomplete	Active	...

Webhook Count: 37 1 2 3 4 Next Last Create a Webhook Results Per Page: 10

- Event registrations
- Webinar registrants
- Sales contacts
- Gated content leads

3. Data Loader - Webhooks

RECORD ID	UPLOAD DATE	PROCESSED DATE	STATUS	ACTIONS
Webhook Record #112442	2023-04-21 20:05	2023-04-21 20:06	Completed	...
Webhook Record #112441	2023-04-21 18:16	2023-04-21 18:18	Completed	...
Webhook Record #112437	2023-04-21 16:08	2023-04-21 16:09	Completed	...
Webhook Record #112436	2023-04-21 15:49	2023-04-21 15:51	Completed	...
Webhook Record #112435	2023-04-21 15:00	2023-04-21 15:01	Completed	...
Webhook Record #112430	2023-04-21 13:38	2023-04-21 13:40	Completed	...
Webhook Record #112429	2023-04-21 13:38	2023-04-21 13:40	Completed	...
Webhook Record #112426	2023-04-21 13:09	2023-04-21 13:11	Completed	...
Webhook Record #112425	2023-04-21 12:47	2023-04-21 12:49	Completed	...
Webhook Record #112422	2023-04-21 12:25	2023-04-21 12:28	Completed	...

File Count: 55921 1 2 3 4 5 Next Last Results Per Page: 10

4. Audience Builder - IP Organization

IP Organization Present/Not Present

IP Organization

Or And

- Airbnb
- Airbus Defense and Space
- Airbus Defense and Space GmbH
- Airbus Poland S.A.
- Aircastle Advisor LLC
- AirCity Krzysztof Janukowicz

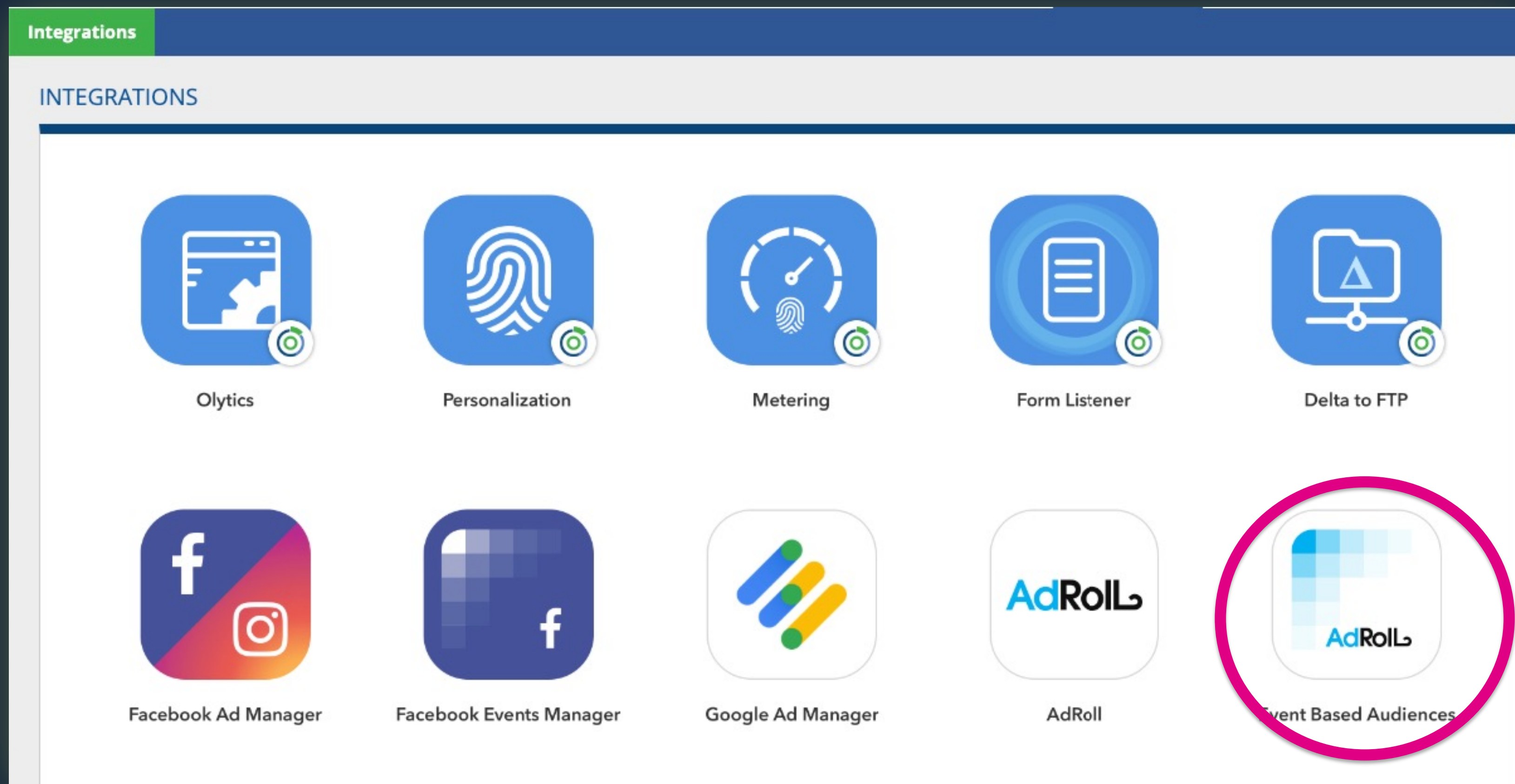
Internet Service Provider

IP Location Information Present/Not Present

IP Region Code

IP Region

5. Integration - AdRoll



5. Integration - AdRoll



6. Campaigns - Lead Gen

LEAD GEN SEARCH

General Actions

Setup New Lead Gen Event

Lead Gen Jobs

Show 10 entries

Active:

Search:

Event Name	Status	User	Created Date
DE Gate - AM Subs	Active	gdaman	Jan, 12 2022
DE Gate - CW Subs	Active	gdaman	Jan, 12 2022
DE Gate - MMS Subs	Active	gdaman	Jan, 12 2022
DE Gate - MMSX Subs	Active	lmullen2	Feb, 8 2023
DE Gate - MMT Subs	Active	gdaman	Jan, 12 2022
DE Gate - PF Subs	Active	gdaman	Jan, 12 2022
DE Gate - PM Subs	Active	gdaman	Jan, 12 2022
DE Gate - PT Subs	Active	gdaman	Jan, 12 2022
DE Gate - PTX Subs	Active	lmullen2	Feb, 8 2023
Events - AM Subs	Active	gdaman	Jan, 17 2022

Showing 1 to 10 of 42 entries

Previous 1 2 3 4 5 Next

7. Email Builder - Recurring Series

Clear Search Criteria

Number of results to display: 50 Matching deployments found: 20

Deployments					
Name	Database	End Date & Time	Entered By	Owner	Status
PT Insider	Gardner Business Media	Mar 7, 2028 01:00 AM EDT	alexlytle	sbarnett	Active
PF Weekly	Gardner Business Media	Mar 7, 2028 01:00 AM EDT	alexlytle	sbarnett	Active
PM Now	Gardner Business Media	Apr 6, 2028 01:00 AM EDT	alexlytle	jcammel	Active
MMT Today	Gardner Business Media	Mar 7, 2028 01:00 AM EDT	alexlytle	cdecknadel	Active
MMS The Shop	Gardner Business Media	Mar 7, 2028 01:00 AM EDT	alexlytle	jcammel	Active
Saturday Webinars	Gardner Business Media	Aug 26, 2027 01:00 AM EDT	alexlytle	ahull	Active
AM BuildUp	Gardner Business Media	Feb 24, 2028 01:00 AM EDT	alexlytle	jmcelfresh	Active
CW Today	Gardner Business Media	Jun 23, 2023 12:00 AM EDT	jkim	cdecknadel	Active
PF Digital (Qualified)	Gardner Business Media	Jun 23, 2023 12:00 AM EDT	alexlytle	alexlytle	Active
GBM on Automotive	Gardner Business Media	Jun 23, 2023 12:00 AM EDT	alexlytle	alexlytle	Active
MMS Extra	Gardner Business Media	Jun 23, 2023 12:00 AM EDT	alexlytle	jcammel	Active
CW Extra	Gardner Business Media	Jun 23, 2023 12:00 AM EDT	alexlytle	cdecknadel	Active
CW Extra	Gardner Business Media	Jun 23, 2023 12:00 AM EDT	alexlytle	cdecknadel	Active
AM Update	Gardner Business Media	Feb 13, 2024 12:00 AM EDT	alexlytle	jmcelfresh	Active
CW Digital (Qualified)	Gardner Business Media	Jun 13, 2027 12:00 AM EDT	aroth1	alexlytle	Active
MMS Digital (Qualified)	Gardner Business Media	Jun 13, 2027 12:00 AM EDT	aroth1	alexlytle	Active
AM Digital (Qualified)	Gardner Business Media	Jun 26, 2030 12:00 AM EDT	aroth1	alexlytle	Active
MMT Digital (Qualified)	Gardner Business Media	Jun 30, 2030 12:00 AM EDT	aroth1	alexlytle	Active
PM Digital (Qualified)	Gardner Business Media	Jun 30, 2030 12:00 AM EDT	aroth1	alexlytle	Active
PT Digital (Qualified)	Gardner Business Media	Jun 30, 2030 12:00 AM EDT	aroth1	alexlytle	Active

Clear Search Criteria

