

ANNEX BUSINESS MEDIA

Success Story

OVERVIEW

As the coronavirus pandemic caused live events to come to a halt around the world, Annex Business Media saw the impact immensely with 50 of their live events being cancelled within a week. The company recognized the necessity to pivot their business strategy and replace the live events they host every year with virtual offerings. They worked with Omeda to quickly concept a plan for integrating their Annex Virtual Events space with their audience data platform through Omeda. They wanted to ensure that they not only saw strong attendance numbers, but also that their sponsors and exhibitors received strong leads from the experience as well. Through this initiative, they have been able to replace their interactions and revenue generation from in-person events to this virtual offering structure, all while smoothly capturing participation, tracking sponsor engagement and feeding the data back to their Omeda database.

GOALS | WHAT ANNEX WANTED TO SOLVE

- Annex wanted to successfully launch a virtual events series to take the place of their in-person events while large gatherings remain on pause. Annex wanted to integrate the web registrants with their brand databases in order to communicate and target their audience members effectively.
- Another major goal for the brand was to ensure the exhibitor experience was positive with these virtual events. Annex wanted their sponsors to see positive results from going virtual through the direct leads that were captured during the events.

DIFFICULTIES | ISSUES THE CLIENT WAS FACING

Annex needed to quickly and effectively launch a virtual events series. They had a gap in their virtual events framework between their webinar platform, GoToWebinar, and their database that needed to be connected. Having relied heavily on in-person events in the past, they needed to create a scalable virtual events setup. Beyond this, they wanted to ensure the registration process was quick and user friendly, while also having the registrant data link back directly to their database. On their web-pages, they wanted to communicate with the registrants in a different way than non-registrant visitors – providing different messaging for each group and gating content for registrants only. Lastly, they needed to ensure that their sponsors felt they were seeing strong results from the virtual events experience.

25
Total events
launched since
March 2020

50%
or more registrants
opted-in to sharing
their email with
event sponsors

70+
countries
represented in
audience
attendance

OMEDA | SUPPORT & STRATEGY

Annex used a combination of Omeda's solutions to strategically implement and execute their live events. Through using an API connection from the webinar platform to the Omeda platform, the data collected was able to be directly passed back to their brand databases. They then used the information collected to effectively communicate with visitors who landed on Annex's brand websites. On these event sites, Annex brands offered up a summary of the day of events as well as including sponsored content. The sponsored content was metered so that when visitors clicked on the content, they would be served a message to register for the event if they had not yet done so. Once Omeda helped to implement the process for Annex, Annex was able to take over 90% of the set up and implementation moving forward. That way, this process of creating the events, meters and messaging became scalable for other Annex brands and events in the future.

QUOTE | FROM THE CLIENT

“Omeda was able to bridge the gap between the virtual event framework we were trying to implement to our customer database and our website. Their API integration and Metering tool made it possible for us to pull together the event setup in Go To Webinar, the gated content on our WordPress sites and the fluid data connection back to our Omeda database. Having this virtual events structure in place, we were then able to create a positive digital experience for our visitors and quickly implement the process for many of our brands.”

— [Stacy Bradshaw, Digital Project Manager at Annex Business Media](#)

“Anyone in the media space has been sold tech solutions on a regular basis. It is common for vendors to state they will be partners more than vendors. It is uncommon for it to work out that way once the ink is dry on the contract. We fired up our Omeda audience database in January 2020, and true to their word they have become a key partner in our business. Whether helping us gate our virtual event content in a damn hurry, or working to help develop our Lead Driver platform, they do it all with a refreshing passion for our business. Exceeding my expectations is not easy - many thanks to the Omeda team.”

— [Scott Jamieson, Chief Operating Officer at Annex Business Media](#)

RESULTS | SUPPORT & STRATEGY

Since implementing the virtual events structure, Annex has seen:

- **25 total events launched** since March 2020
- **Over 50% of registrants opted-in** to sharing their email with the event sponsors
- **Over 70 countries represented** in audience attendance
- **Over 40 events scheduled for 2021** spanning across all Annex brands

As always, please reach out to your client success manager for further information and guidance with this process. If you are new to Omeda, please reach out to us at sales@omeda.com to learn more. **What are you waiting for? Get started now!**