



Customer Story

How Questex leverages Omeda
to turn marketing automation
into a \$2M revenue engine

Questex + Omeda



About Questex

“ When it comes to turning engagement into revenue, our team didn’t just build a campaign. We built a machine.



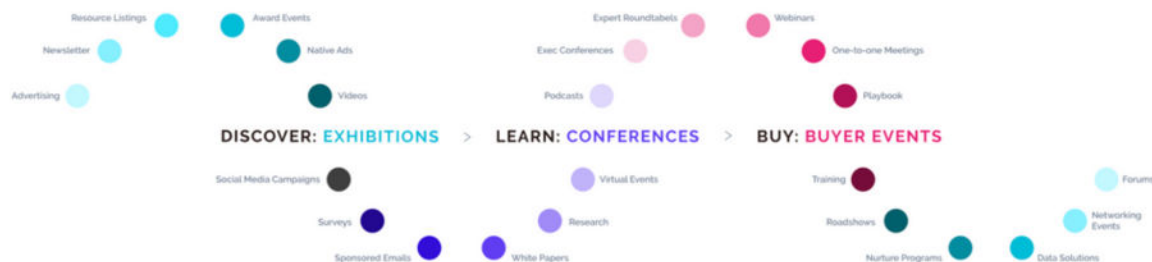
Rhonda Wunderlin
SVP of Performance Marketing at Questex

Questex is a leading global B2B information services company that serves numerous client brands in the beauty/spa/wellness, travel/hospitality, life sciences/healthcare and telecommunications/technology sectors. Questex has over 125 events and related media assets including trade shows, such as the industry-leading International Beauty Shows, conferences including the ExL events, and other hosted buyer events such as the HOTECH hotel industry events. In addition, Questex has a broad array of complementary media offerings such as the Fierce properties, education offerings, and marketing services.

Questex connects buyers and sellers through a powerful portfolio of live events, digital media, and data-driven marketing services. Through event and digital experiences, Questex helps audiences discover new ways to expand and optimize their businesses, learn the ins and outs of unique solutions, and find the right providers when they are ready to buy.

The Questex Engagement Platform helps audiences discover, learn and assess purchase options as they explore and define their business needs.

Creating opportunities for companies to promote and sell more effectively.



“What We Do” by Questex

Overview

To deliver more leads and measurable value for their clients, Questex partnered with Omeda to unify its first-party audience data, automate engagement, and orchestrate full-funnel lead generation at scale.

Today, Questex's Audience Engagement team runs more than **150 automated campaigns** across its brands, powered by Omeda. These campaigns result in personalized experiences, thousands of qualified leads, and more than **\$2 million in revenue**: proof that marketing automation can drive both efficiency and growth.

“ This program has changed the conversation. It's not just about delivering a lead list to a client. It's about showing our clients how those leads engaged, what content they consumed, and where they are in their buying journey.



Rhonda Wunderlin
SVP of Performance
Marketing at Questex

Bonus:

Hear Rhonda Wunderlin tell the Questex story in the companion webinar:

[“Automate With Impact: How Questex Turned Marketing Automation Into a \\$2M Revenue Engine”](#)



The Challenge



As Questex expanded its portfolio, the marketing team faced a dual challenge:

Scaling their operations while maintaining a personal touch. With dozens of brands to support, they needed a way to deliver timely, relevant content to each unique audience segment without relying on manual, one-off campaigns. At the same time, they sought to evolve from isolated campaign execution to a continuously learning, automated ecosystem capable of adapting in real time. Perhaps most importantly, Questex wanted to connect engagement data directly to revenue outcomes to demonstrate clear value to both internal stakeholders and external clients.

Key Pain Points

- ✓ **Campaign builds were manual, time-intensive, and inconsistent.**
- ✓ **Audience segmentation required heavy operational overhead**
- ✓ **Visibility into funnel performance was fragmented.**
- ✓ **Lead follow-up after delivery was often opaque or delayed.**

Questex needed a unified system to automate audience journeys, provide real-time reporting, and deliver qualified leads that demonstrated clear purchase intent.

“ We all know how it goes: You hand off leads to marketing and then they disappear into the ether of the sales team. We wanted to create a holistic journey that truly moves prospects from awareness to conversion—and prove ROI all the way through.

The Turning Point

The shift came when Questex decided to build what Wunderlin calls an “Account Activation Center,” which is a data-driven, full-funnel marketing framework designed to activate audiences and continuously optimize performance.

“ This isn’t just marketing automation or another lead-gen program. It’s an integrated, multi-channel engine that leverages our first-party data, client assets, and behavioral insights to nurture audiences all the way through the buyer’s journey. It’s about creating meaningful connections that drive measurable business outcomes for our clients and for Questex.

With the Omeda marketing automation platform, Questex could finally operationalize that vision, combining automation, personalization, and measurement in one connected ecosystem.

The Solution

Questex’s “Account Activation Center” leverages the Omeda platform to automate and personalize campaigns across every funnel stage, from top-of-funnel awareness through mid-funnel education to bottom-of-funnel conversion. By combining automation with deep audience intelligence, Questex turned its marketing engine into a living system—one that continuously learns from audience behavior, adapts in real time, and scales seamlessly across industries and clients.

At the heart of this approach is **data discipline and orchestration**: every campaign is powered by first-party data, guided by behavioral signals, and optimized through continuous testing. This framework allows Questex to meet each audience member where they are in their journey and move them toward meaningful engagement and conversion.

“ We’ve done a ton of work on our first-party data. Clean, structured, and behavioral data is the key to getting the right content in front of the right person at the right time.

Key Pain Points

- ✓ **Content-first strategy:**
Educational, thought-leadership content drives awareness, followed by solution-oriented and sales content for mid- and bottom-funnel progression.
- ✓ **Dynamic journeys:**
15–18-step automated workflows respond to real user behavior such as clicks, downloads, or inactivity to automatically adjust cadence and messaging
- ✓ **Multi-channel execution:**
Email, website personalization, social promotion, AdRoll retargeting, and native advertising
- ✓ **Personalization:**
Page-visit data informs automated journeys in Omeda, ensuring each known visitor receives targeted messaging
- ✓ **Data enrichment:**
Adding in Bombora and FiveByFive data extends reach to unknown visitors and intent-based segments
- ✓ **Collaboration:**
Fostered cross-department collaboration between audience, marketing, and client success teams by setting shared goals and communicating more regularly and openly

“ If you click through but don’t take the call to action, we’ll wait a week and try again with a new subject line. If you still don’t engage, we’ll send a high-value content offer to re-engage. About 50% of our leads engage with two or more assets, and one in three make it into the middle of the funnel.t time.

The Results

Questex transformed its marketing model from isolated campaign execution to an intelligent, automated growth engine, turning engagement into measurable business outcomes.

Outcomes	How they got there
\$2M+ in revenue generated for Questex clients, directly attributed to Omeda-powered personalized marketing automation	- Built an Account Activation Center on top of Omeda's audience data layer to run always-on, multi-channel programs Content-first orchestration: editorial thought leadership → solution education → proof/ROI assets, mapped to ICPs by job function, level, company type - Pricing + packaging as integrated 3–6 month programs (not one-offs), aligning revenue to guaranteed, sustained delivery rather than single assets - Reporting that proves impact (funnel movement, asset engagement depth, company-level intent, impressions) to justify ongoing investment and expansions
Thousands of qualified leads across 150+ automated campaigns	- Scaled with Omeda's marketing automation platform to create central, reusable journey templates per vertical, cloned and tuned per client - Tight targeting, starting with declarative first-party segments at TOFU; use behavioral progression rules MOFU/BOFU Channel mix that converts: email as the primary driver; newsletters; on-site interstitials Quality gates: leads must meet ICP criteria and hit engagement thresholds before being prioritized for sales
Average of 600–1,200 leads per client program	- Sold programs in 3–6 month blocks with an operational cadence that yields ~200 leads/month on average Asset portfolio design (typically 9–12 total assets per program): editorial webinar(s), white paper(s), executive interviews, plus client assets—giving enough surface area for sustained capture across stages - Second-chance paths and subject-line retests to lift conversion from non-responders

Outcomes	How they got there
Renewals and upsells following measurable ROI in 2024 campaigns	• Delivered weekly scored lead files and monthly executive rollups showing stage progression, content path, account-level intent, impressions, and demographic fit • Proved value beyond a lead list by showing which content each person consumed, how many assets, and funnel stage, making it easy for client sales teams to act • Used year-end mini-campaigns to create incremental revenue and momentum into expanded 2025 packages
15-18 step dynamic journeys mapped across the funnel	Built discrete TOFU / MOFU / BOFU programs that hand off based on triggers (opens, clicks, downloads, page visits) Logic examples: • Click but no conversion → wait 7 days + new subject line. • No engagement → send high-value “last chance” asset. • ≥3 asset engagements → promote to BOFU and priority scoring. Journeys are cloned and tailored per market, keeping complexity manageable while preserving depth
Integration of PathFactory, Bombora, and Omeda for unified insights	• Omeda platform: marketing database, journey automation, known-visitor page behavior, email performance, and lead delivery • PathFactory: content hub showing binge paths and time-on-asset; feeds depth-of-engagement signals into reporting/prioritization • Bombora: company-level intent + firmographic insights (e.g., top 20 companies surging on the topic); used for both reporting and audience expansion • FiveByFive (for selected programs): match unknown site visitors to ICP-fit accounts • Net effect: person-level profile scoring + account-level intent, presented in clean weekly/monthly views

Questex's success came from a blend of strategic planning, team alignment, and cross-functional collaboration.

- ✓ **Client Success Specialists** managed relationships and content collection.
- ✓ **Audience Development** partnered on targeting and promotions.
- ✓ **Visibility into funnel performance was fragmented.**
- ✓ **Marketing Operations and Data Teams** handled automation, segmentation, and reporting.

“ I can't take full credit. My team, the 'Blue Angels,' make it happen every day. They're the ones turning strategy into execution.

Organizational Benefits

Questex's partnership with Omeda didn't just improve campaign performance. It transformed how the organization operates day to day, delivering tangible gains in efficiency, insight, and collaboration that continue to fuel growth.

- ✓ **Operational efficiency:** Automated workflows replaced manual campaign builds.
- ✓ **Data-driven insights:** Omeda dashboards and PathFactory data revealed funnel progression, engagement depth, and ROI per asset.
- ✓ **Collaboration:** Client success, audience, and operations teams worked seamlessly through shared data and unified tools.
- ✓ **Revenue and renewals:** Measurable success drove repeat business and long-term client partnerships.

“ One of our clients renewed and expanded for 2025 after seeing the results. That's the best proof there is that automation works.

Show and Tell

Wondering what this looks like in action? Here are a few examples of Questex digital journeys built and executed in Omeda, with commentary from Nicole Backaus, Director of Client Success at Omeda.

“ We really do take a step back and look at what the buyer’s journey looks like. As we build it, we think about reach. What are the different channels with which we can get reach? What content at each stage can help drive that progression through the top of the funnel down to conversion? And then how do we show the ROI to the client? What kind of insights can we provide back to the client so that they can see the value of the effort of the program?



Rhonda Wunderlin
SVP of Performance
Marketing at Questex

“ Questex is generating leads from their audience customer base for an advertiser by daisy-chaining three audience journeys together so they can identify where those leads are in a purchase funnel.



Nicole Backaus
Omeda Director of Client
Success

Setup of the Questex campaigns in Omeda’s marketing automation platform



FN-AUDxP-Vultr Nuture Program-MIDDLE FUNNEL-MFA-April2024-Oct2024



FN-AUDxP-Vultr Nuture Program-BOTTOM FUNNEL-BFA-April2024-Oct2024



FN-AUDxP-Vultr Nuture Program-TOP TFA Second Round-April2024-Oct2024

Journey 1

Presents customers with top-of-funnel (TOFU), general awareness content.

Customers who engage with TOFU content are pushed into



Journey 2 (see Figure 1 below),

Where they are presented with middle-funnel (MOFU), more specific content.

Customers who engage with MOFU content are pushed into

Journey 3 (see Figure 2 below),

Where customers are presented with bottom of funnel (BOFU), more detailed and purchase-related content.

Customers who engage with BOFU content are considered the highest value, Sales Qualified Leads (SQLs). Leads who engaged with only TOFU content are considered Market Qualified Leads (MQLs). MOFU leads would be considered 'warmer' MQLs. With Omeda, Questex is also able to identify which content each customer engages with, which can be passed on to the advertiser to provide the advertiser with some marketing intelligence about each lead.



Figure 1: Middle of Funnel

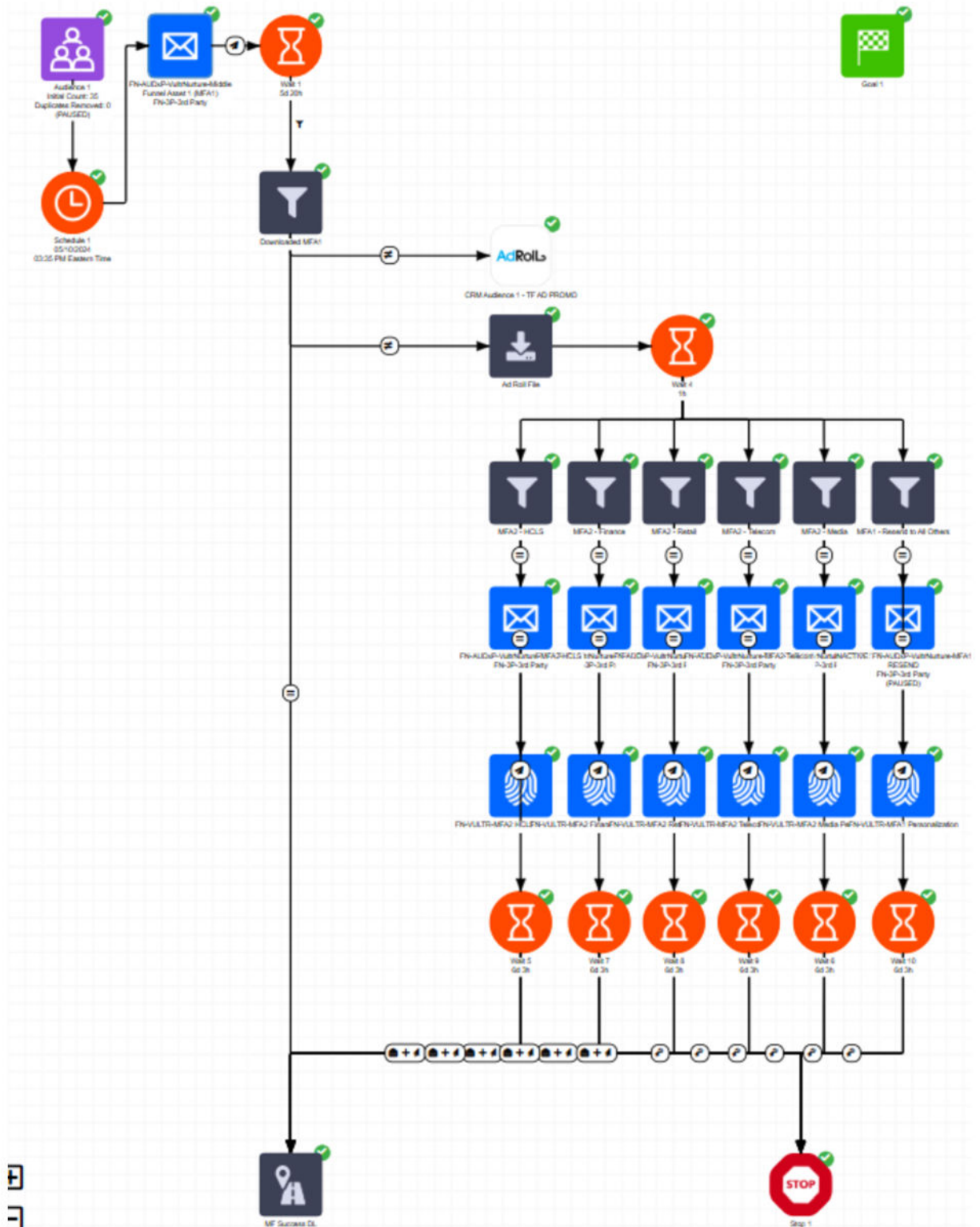
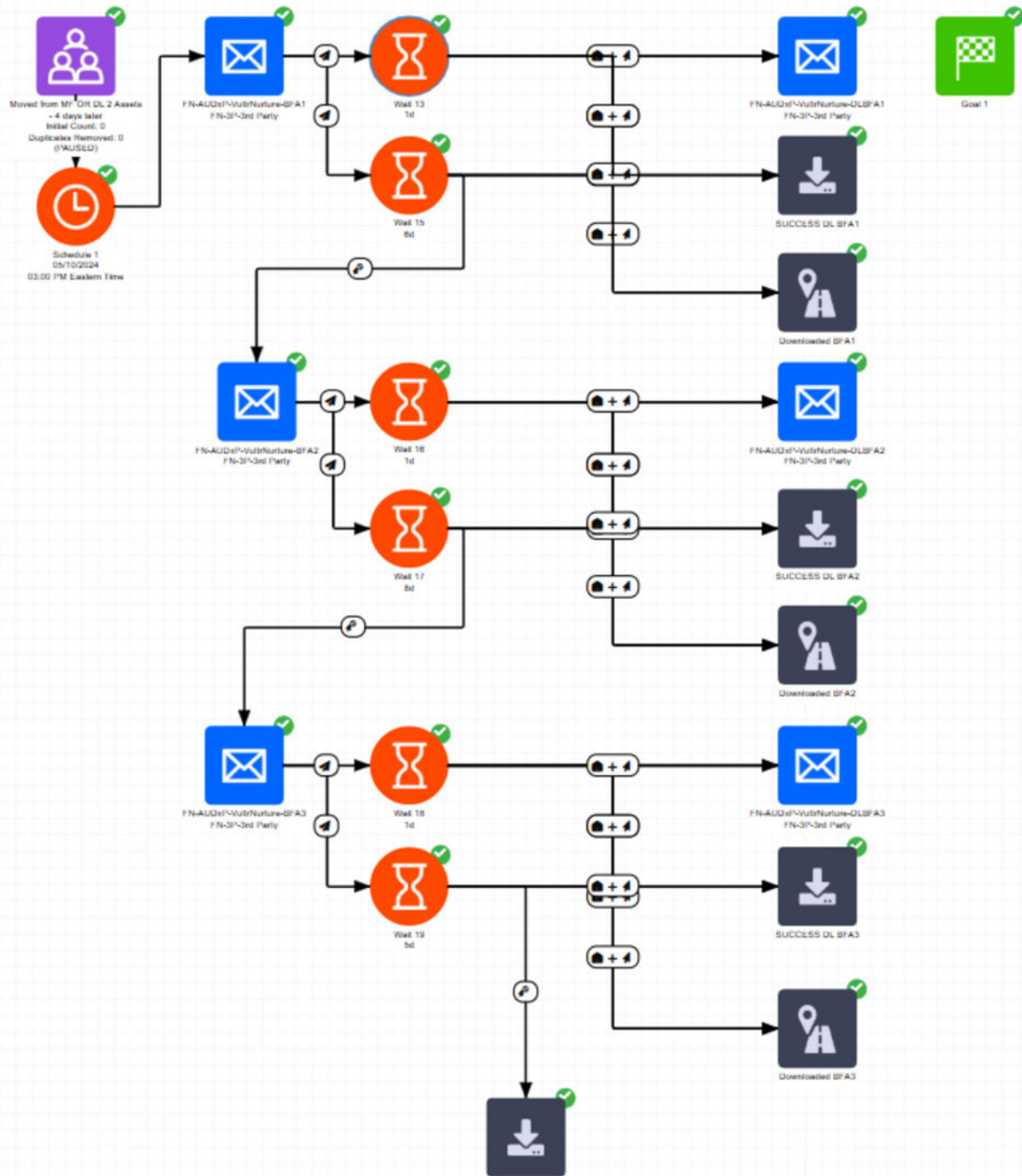


Figure 2: Bottom of Funnel



Why the Questex approach is different

“ Competitors might send promotional content from advertisers to their audience customer base; and if a customer engages with that piece of content, the company returns the customer to the advertiser as a lead. But there is usually no effort to determine where the lead might be in the sales funnel. So, cool and hot leads are mixed together and returned as one big file to the advertiser, who generally treats them all as hot leads and burns through the list trying to make quick sales without nurturing those non- or not-quite SQLs to see where they might be in the funnel.



Nicole Backaus
Omeda Director of Client Success

In contrast, **Questex is presenting advertisers with SQLs**, as well as some marketing intelligence regarding those non- and not-quite-SQLs. So, the advertiser can make those quick conversions with the SQLs, but also know they need to nurture those MQLs. Plus, they have a little information about the MQLs that might make it easier to nurture them.

In addition, Questex has developed “second chance” customer journeys, adding to the effectiveness of campaigns for their advertisers.

Figure 3: Second Chance Funnel

And here is a more streamlined and simplified middle- and bottom-funnel program template, offering dynamic content for targeting.

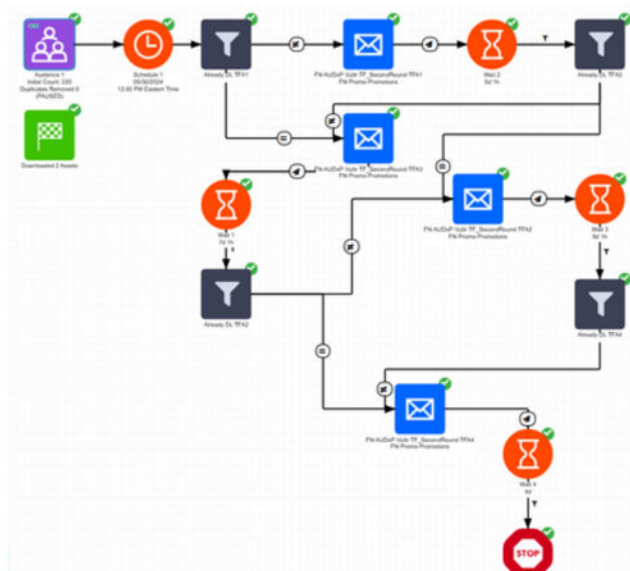
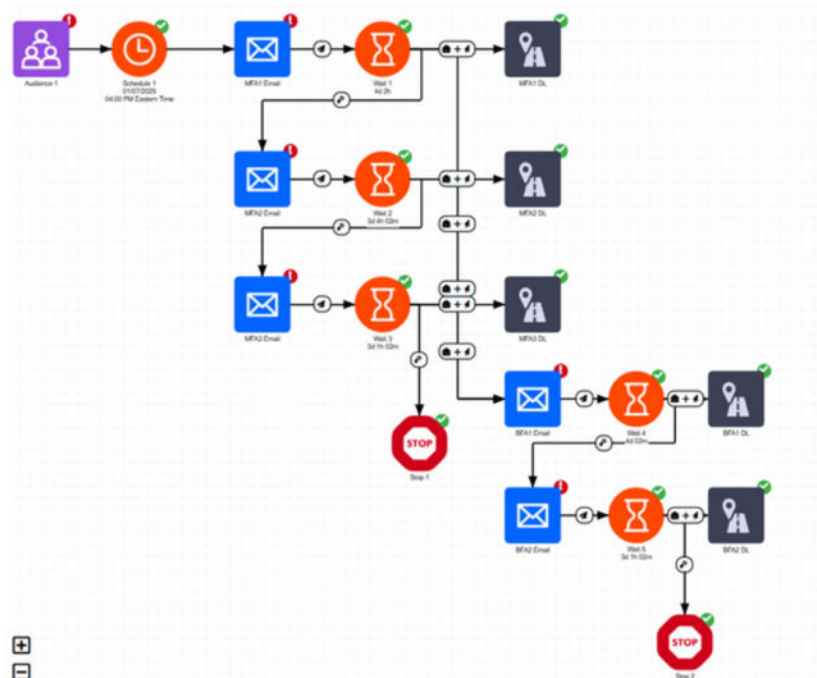


Figure 4: MOFU to BOFU, Simplified



The complexity of the Questex journeys stems from a desire to both **target content** and **ensure customers do not see the same content twice**. Targeting can be by vertical if, for example, an advertiser serves multiple verticals. Content can be tailored to customers based on customer profile (finance messaging to customers in finance and medical messaging for customers in the medical field). Or, content can be tailored based on customer actions (which indicate their interests).

So if a customer engages with a specific product offering or shows interest in a specific feature, they can be targeted with additional content relevant to that product or feature with content further down the funnel.

Key Takeaways

Questex's partnership with Omeda has redefined what's possible in digital media and event marketing. By combining first-party data, automation, and intelligent orchestration, the company turned fragmented campaigns into a scalable, repeatable, data-driven engine for growth—one that continually learns, optimizes, and delivers measurable ROI for clients.

What began as a quest to streamline operations has evolved into a competitive advantage: a repeatable, high-performing model that converts audience engagement into tangible business outcomes. With each new campaign, Questex continues to refine its Account Activation Center, proving that when data, content, and automation work in harmony, marketing doesn't just perform—it transforms.

“ This program changed how we think about marketing. It's no longer about individual campaigns. It's about building a system that continuously drives value. With Omeda, we're not just keeping up with client expectations. We're setting the standard for what modern audience engagement can achieve.



Rhonda Wunderlin
SVP of Performance
Marketing at Questex



Omeda can help you streamline your tech stack, unify your data, and turn audiences into revenue.

Ready to automate your customer journeys for high-speed growth?

Book your demo

About Omeda

Omeda gives audience-driven organizations the power to turn first-party data into their biggest growth engine. As the only platform combining a CDP, marketing automation, and subscription management in one place, Omeda helps publishers, associations, non-profits, and broadcast media brands unify data, launch campaigns, and drive value—for both audiences and advertisers.

For more information visit omeda.com

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