



## WEBINAR PANEL

How Omeda Clients are Using  
Personalization & CredSpark to  
Grow First Party Data



# Your hosts



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WATT Global Media



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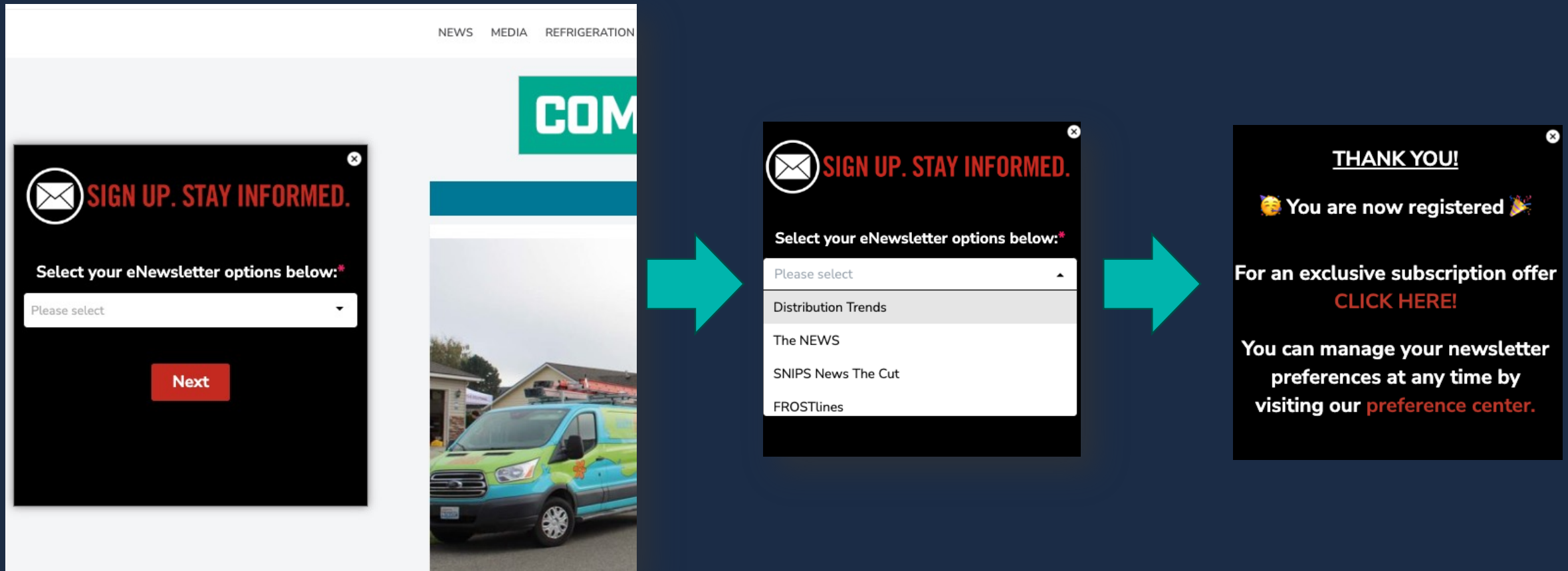
# Panel Q&A

# BNP

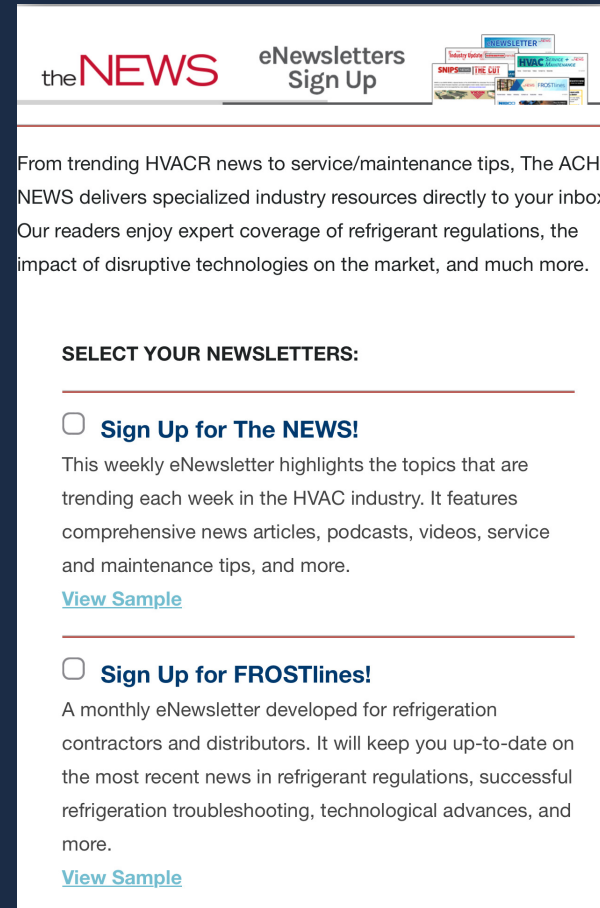
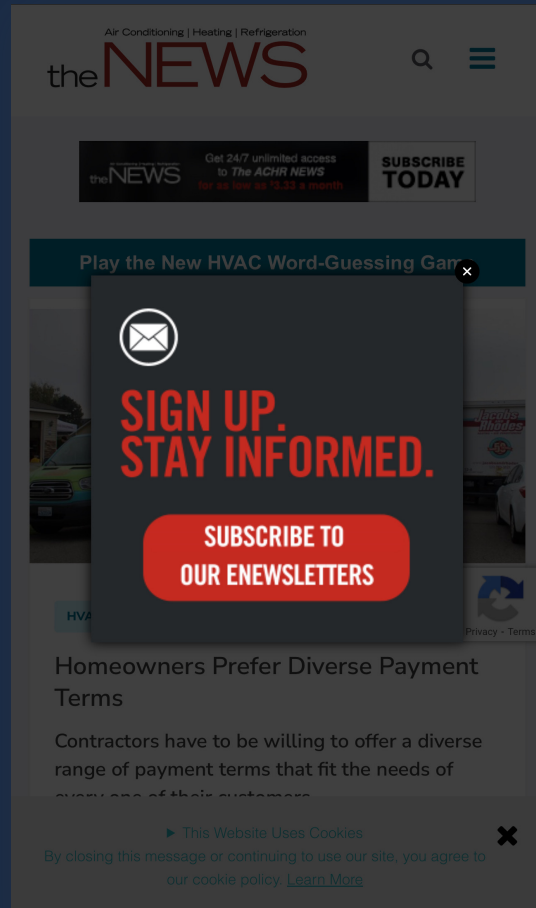


Using CredSpark and Omeda's Personalization tool to increase onsite newsletter sign-ups and paid subscriptions.

*Multi-select CredSpark forms are utilized for unknown desktop site users*




Dragon forms for mobile users and displayed onsite as constant box personalization presentations.







*Known users who have existing products are targeted with embedded Credspark forms based on content topics with more relevant messaging and creative in conjunction with eNews odyssey voyages that target known site users through email efforts*

 **DISTRIBUTION**trends

**Sign up for **FREE** distribution industry news and business management advice designed to enhance the success and effectiveness of HVACR wholesale distribution.**

**Email:** \*

Delivered twice a month, The Cut eNewsletter provides up-to-the-second insights on tech, trends, news & events for sheet metal workers and contractors from the industry's top thought-leaders, research firms and manufacturers.

**Email\***  **Country\***

**Yes!! Sign me up for SNIPS NEWS The Cut eNews!**

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# BNP - Results



**CredSpark  
eNews Sign  
Ups 1,506  
7 Paid Subs**

**Dragon  
eNews Sign  
Ups  
18,694**

**Odyssey  
eNews  
Voyage Sign  
Ups 11,204**

**31,404 Total eNews Product Opt-in's**

# WATT – News Quizze



Targeting anonymous site visitors to increase newsletter sign-ups.

Also placing in newsletters to increase engagement – more clicks!

WATT Poultry Market Information Top Poultry Companies Expert Insights Blogs Regions Magazines

Poultry Meat Egg Poultry Health Sustainability Poultry Future

POULTRY FUTURE

## Don't Chicken Out: Try Our News Quiz!

November 1, 2023

Are you planning to implement artificial intelligence at your poultry operation in 2024?

Yes No

Facebook LinkedIn X Pinterest

Do you need to stay in the know on all things about the future of poultry? If so, you need **Poultry Future**, the weekly newsletter covering tech, health & consumer insights for the poultry industry.\*

Yes, sign me up!

No thanks, just show me my score.

## Don't Chicken Out: Try Our News Quiz!

Uh oh...you need to brush up on the news.

### Your Results

# 0 out of 2 points

**Incorrect** 0/1 points

What restaurant is testing a chicken nugget they say is better than McDonald's?

- KFC
- Taco Bell
- Popeyes
- Raising Cane's

It's Taco Bell stepping up to the chicken nugget plate: [read more.](#)

**Incorrect** 0/1 points

Researchers recently used \_\_\_\_\_ to improve poultry's resistance to avian influenza.

- CRISPY
- NACHO
- CRISPR
- GRASP

Avian influenza is in the news: [read more about advances in prevention here.](#)



# WATT - News Quizzes



**3 active  
quizzes  
running as  
of  
November  
1st**

**Conversion  
Rates:**

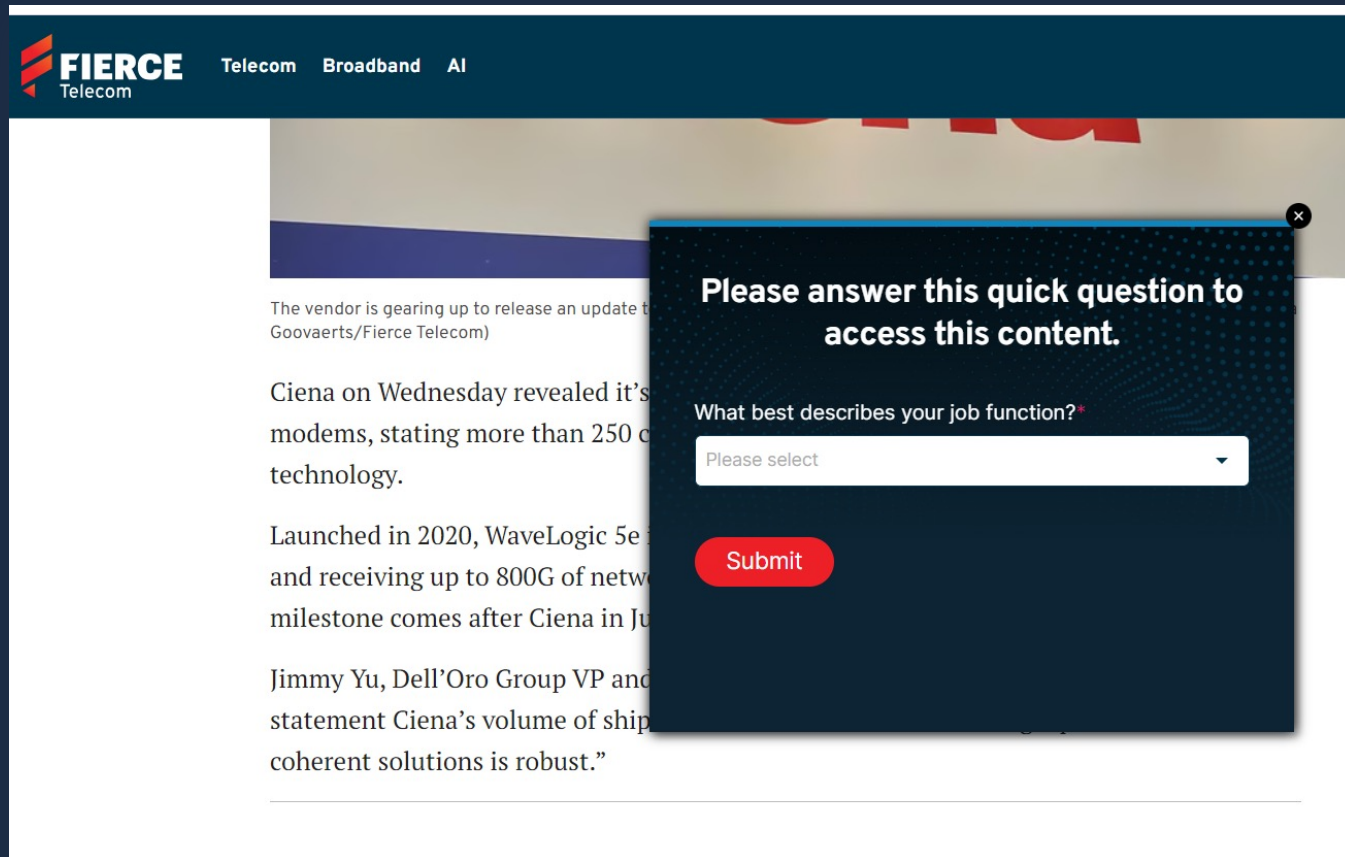
- 5%
- 7%
- 43%

**56  
newsletter  
sign-ups**

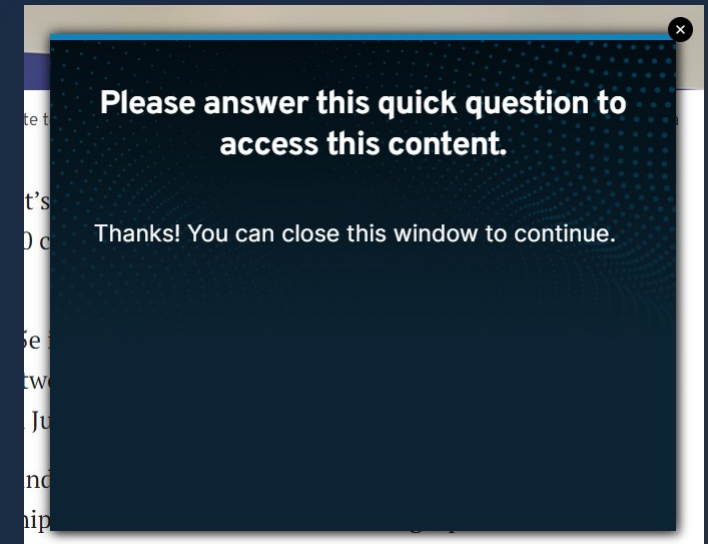
# Questex



Using Credspark and personalizations to fill data gaps for job function and company type fields.



The screenshot shows the FIERCE Telecom website with a dark teal header. The navigation menu includes 'Telecom', 'Broadband', and 'AI'. A survey modal is overlaid on the page, asking for the user's job function. The modal has a dark background with a light blue grid pattern. The text inside the modal reads: 'Please answer this quick question to access this content.' followed by the question 'What best describes your job function?\*' and a dropdown menu with 'Please select' as the placeholder. A red 'Submit' button is at the bottom of the modal. The background article is partially visible, mentioning 'Ciena on Wednesday revealed it's modems, stating more than 250 c technology.' and 'Launched in 2020, WaveLogic 5e and receiving up to 800G of network milestone comes after Ciena in Ju'.



The confirmation modal has a dark background with a light blue grid pattern. The text inside reads: 'Please answer this quick question to access this content.' followed by 'Thanks! You can close this window to continue.' The modal has a close button (an 'x' in a circle) in the top right corner.

# Questex



Within personalization, visitors are not asked to identify themselves, so Audience Builder is used to create target segments of those who are known with Olytics data and are missing the job function or company type data.

The screenshot displays the Audience Builder interface for a segment named "DNS-TC-Survey-Credspark-Unknown JF-Targeting-AJ". The interface includes a header with "Nth Groups: Off", "Expand All", and "Add Group" options. Below the header, there are two contact rules defined for "Group: 1":

Rule ID	Operator	Field	Value
1	AND	Anonymous/Known	Known with Olytics data
2	EXCLUDE	FT: Job Function	Has Answer

# Questex



Collecting this data and filling in these gaps has allowed Questex to better target emails, promotions and messages to subscribers.

**14%**  
**Conversion**  
**Rate**

Smaller/niche  
brands are seeing  
conversion rates  
averaging 41%!

# WATT - Attendee Marketing with Content



Using Credspark and personalizations to raise awareness and increase event registration.

**POULTRY**  
TECH SUMMIT

Answer a few questions and we'll recommend some highlights from our agenda, just for you.

Which best describes your role?

Poultry company C-level executive

Corporate leader in QA/QC, R&D, IT or Engineering

Live production or processing technology employee

Veterinarian or nutritionist

Supplier interested in funding or acquiring new

## Should You Attend Poultry Tech Summit?

The pandemic did not slow or stop the forward progress of technology. Keeping up with these newly developed technologies and scientific innovations for poultry production and processing continues to be crucial. Poultry Tech Summit focuses on the transition of innovative technologies into commercial applications to advance the poultry industry.

**Make plans to attend the 2023 Poultry Tech Summit on November 6-8 at the Hilton Atlanta Airport in Atlanta, Georgia.**

The event presents groundbreaking innovation and insightful presentations with deep dialogue on new prospective solutions and next-generation technologies.

Poultry Tech Summit is the only one of its kind being offered to connect researchers and entrepreneurs with poultry sector technology experts, financiers, venture capitalists and producers looking for new projects and investments to fund.

Attend Poultry Tech Summit 2023 and take a look at the future of the industry. [Register here.](#)

REGISTER TODAY

### Recommended For You

Based on how you've answered our questions, here are some highlights from our agenda we think you won't want to miss.

#### Innovation and Efficiency

##### Artificial intelligence to automate broiler chick sexing

*Bowen Cai, research scientist and managing director, Shanghai Xiashu Intelligent Company*

A new chicken sex identification machine uses artificial intelligence to accurately identify the sex of one-day-old chicks. It uses industrial cameras to capture images of the vents of chicks, and the sex is identified through algorithms. The machine achieves an accuracy rate of over 99% and can identify 1,000-1,200 chicks per hour. This technology solves the problem of difficult recruitment, high labor cost, poor efficiency and low accuracy in the chick sex identification process.

##### Precision farming to streamline poultry operations

*Marcel Sarzen, president and CEO, AGL Technology*

## DuctWord



Input words and receive color-coded feedback. A gray letter indicates that the letter is not in the solution at all, yellow signifies that the letter is in the word but not in the correct position, and green indicates that the participant guessed the correct letter in the correct place. Click "enter" to input your letters, and click "finish" when you have completed the game.

**Clue:** Replacing one of these is one of the easiest and fastest ways to maintain hoses.


Q	W	E	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L	
ENTER	Z	X	C	V	B	N	M	< DEL	

Finish



# Wrap-Up



Thank you!

