omeda

WEBINAR PANEL

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

Your hosts

Brandon Decker
Head of Growth Marketing
BNP Media

Josee Archer
Director of Marketing & AD
Questex LLC

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VP, Director of Audience Engagement
WATT Global Media

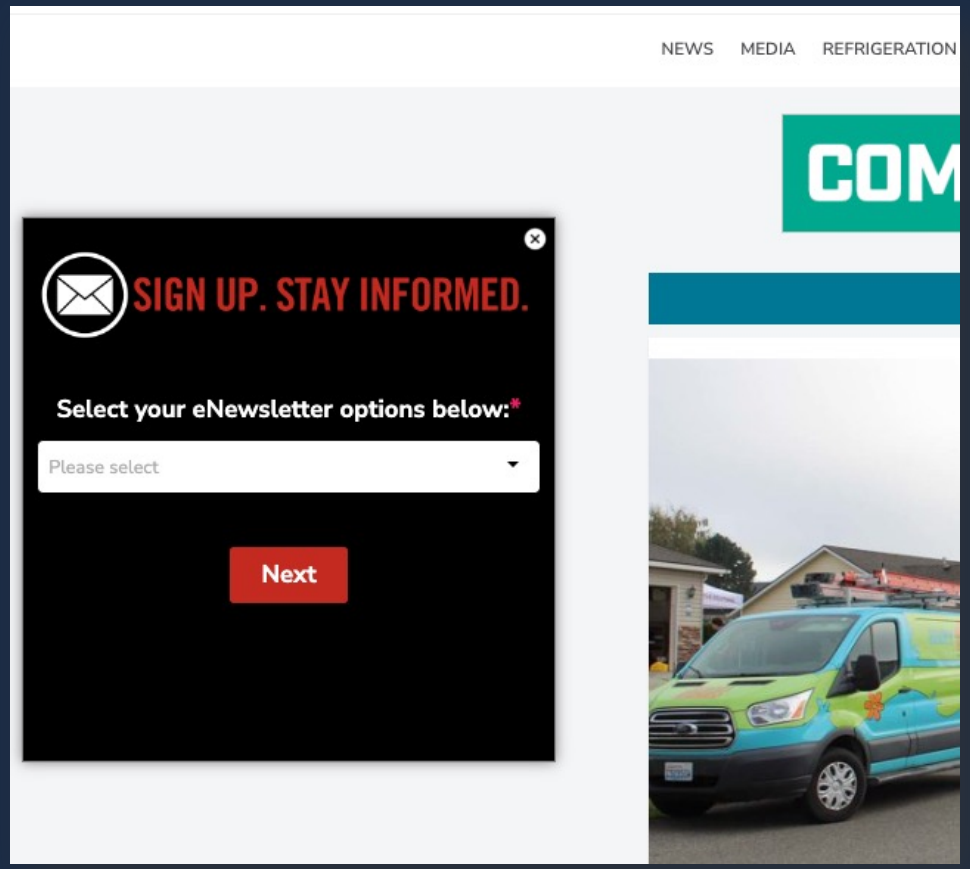
Casey Cornelius
Head of Content & Client Services
Credspark

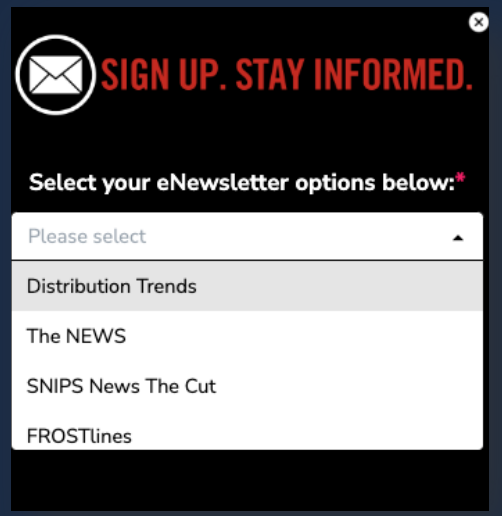
Panel Q&A

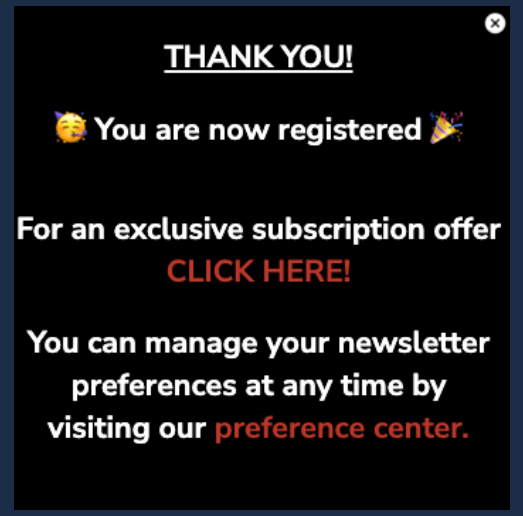
BNP

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

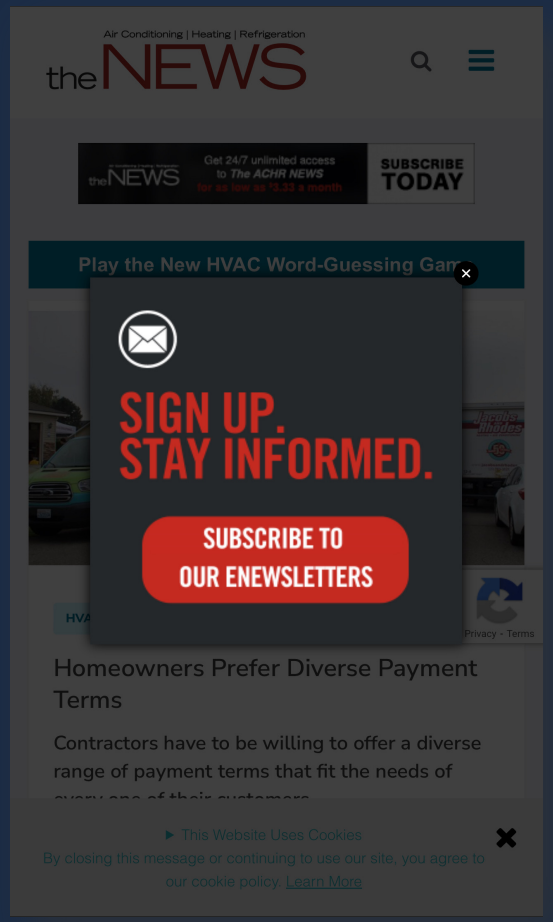


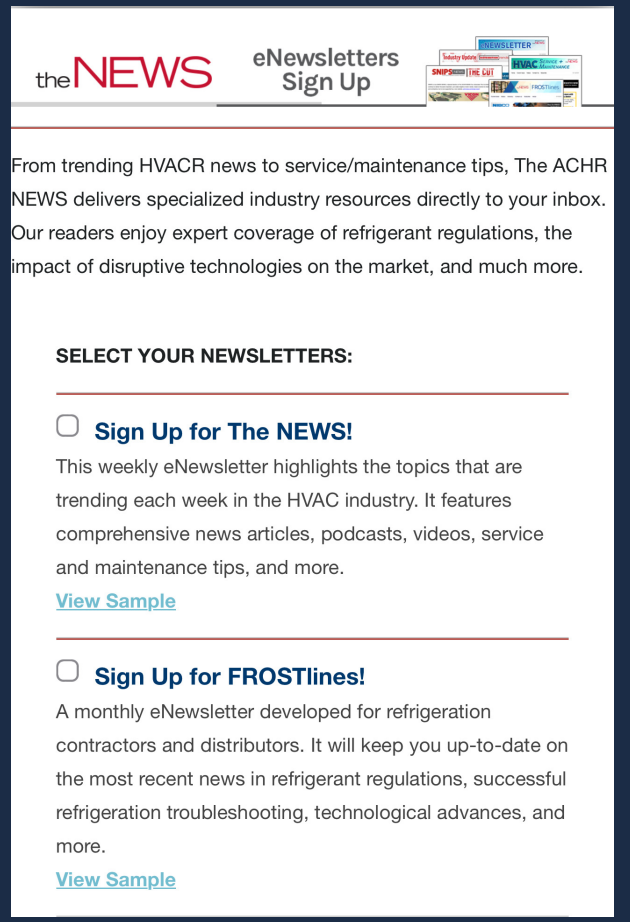




BNP

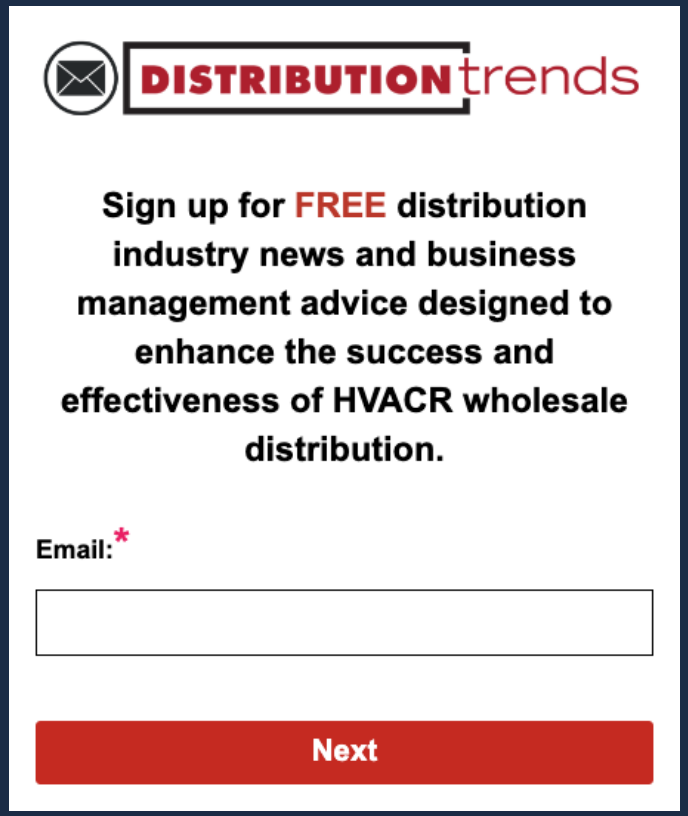
Dragon forms for mobile users and displayed onsite as constant box personalization presentations.

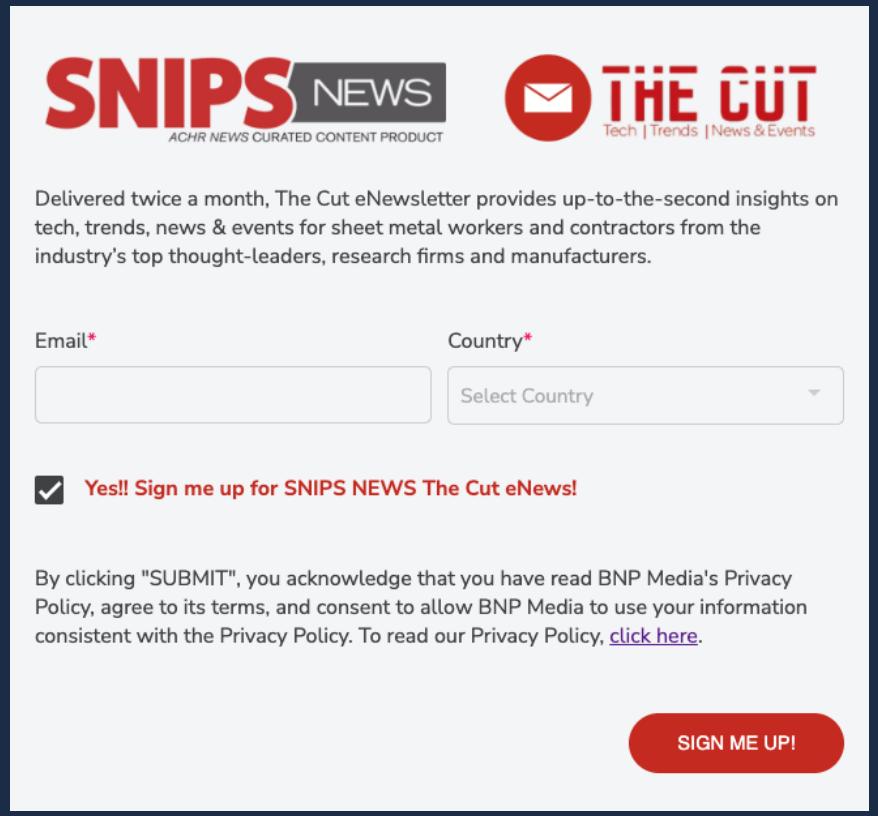




BNP

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





BNP - Results

CredSpark eNews Sign Ups 1,506

7 Paid Subs

Dragon eNews Sign Ups 18,694

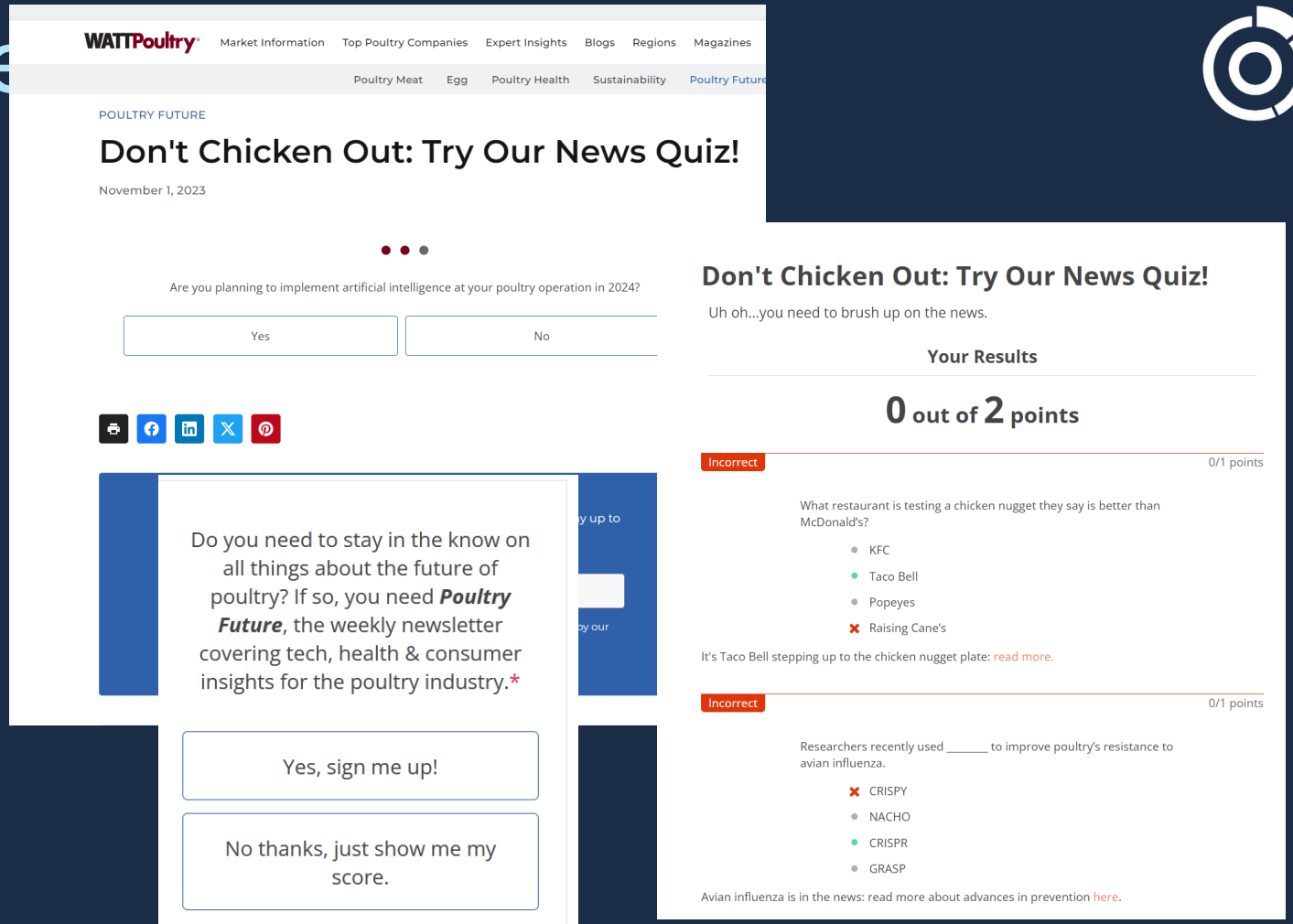
Odyssey eNews Voyage Sign Ups 11,204

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 – News Quizzes

3 active quizzes running as of November 1st

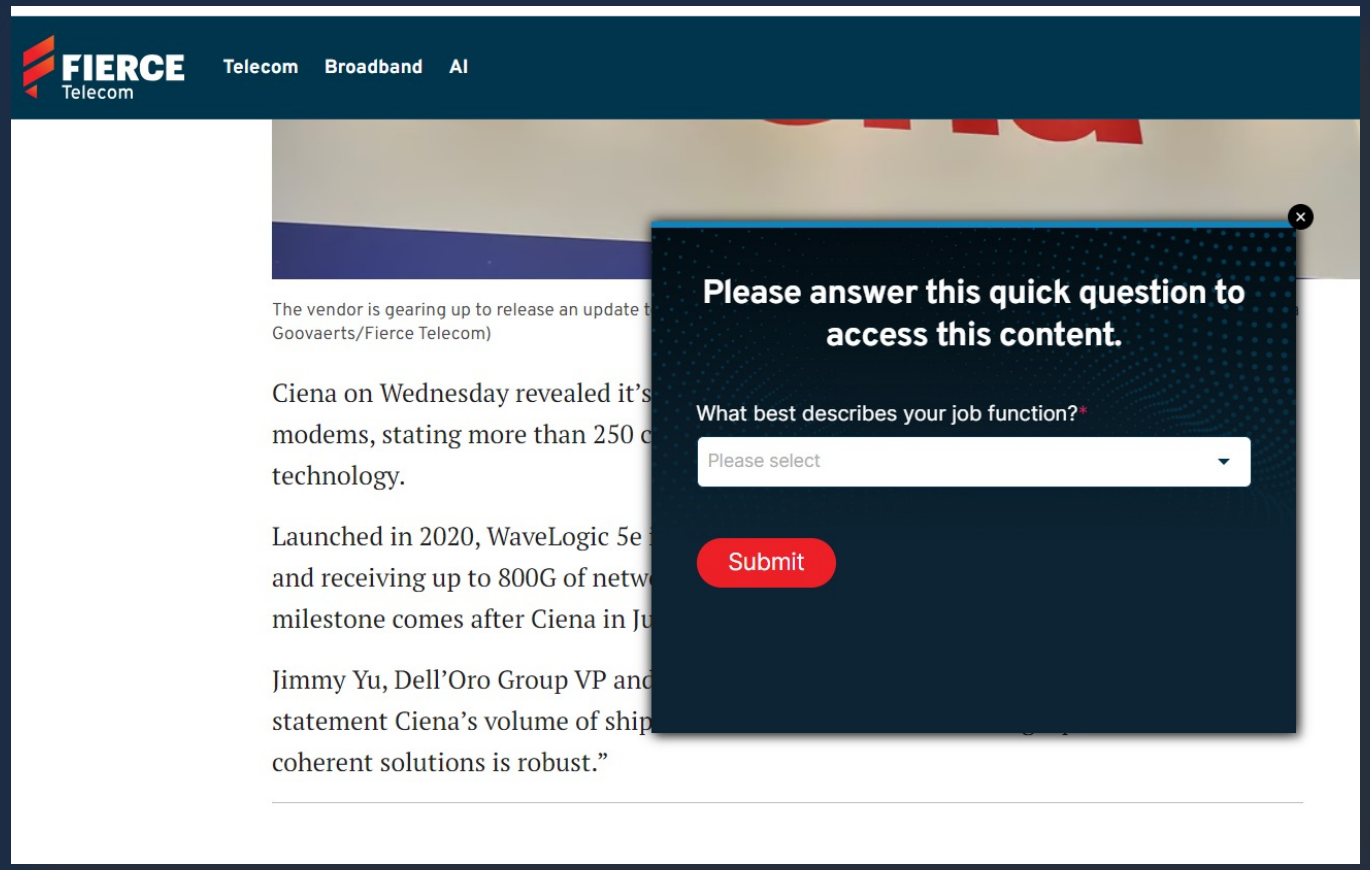
Conversion Rates:

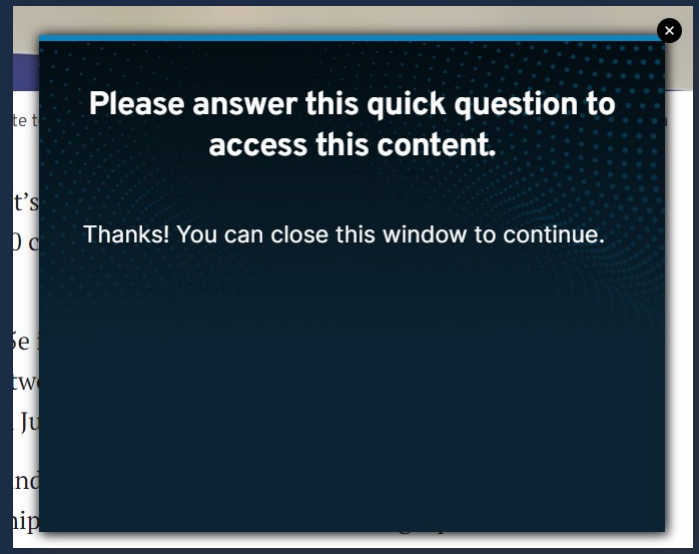
- **5%**
- **7%**
- **43%**

56 newsletter sign-ups

Questex

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





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.

Questex

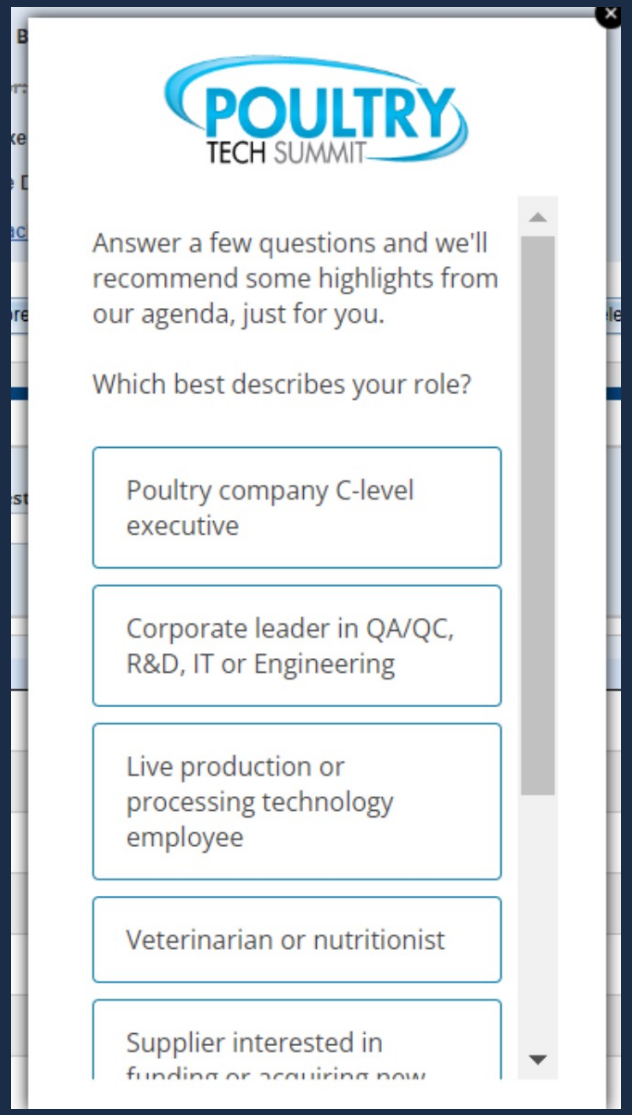
Collecting this data and filling in these gaps has allowed Questex to better target emails, promotions and messages to subscribers.

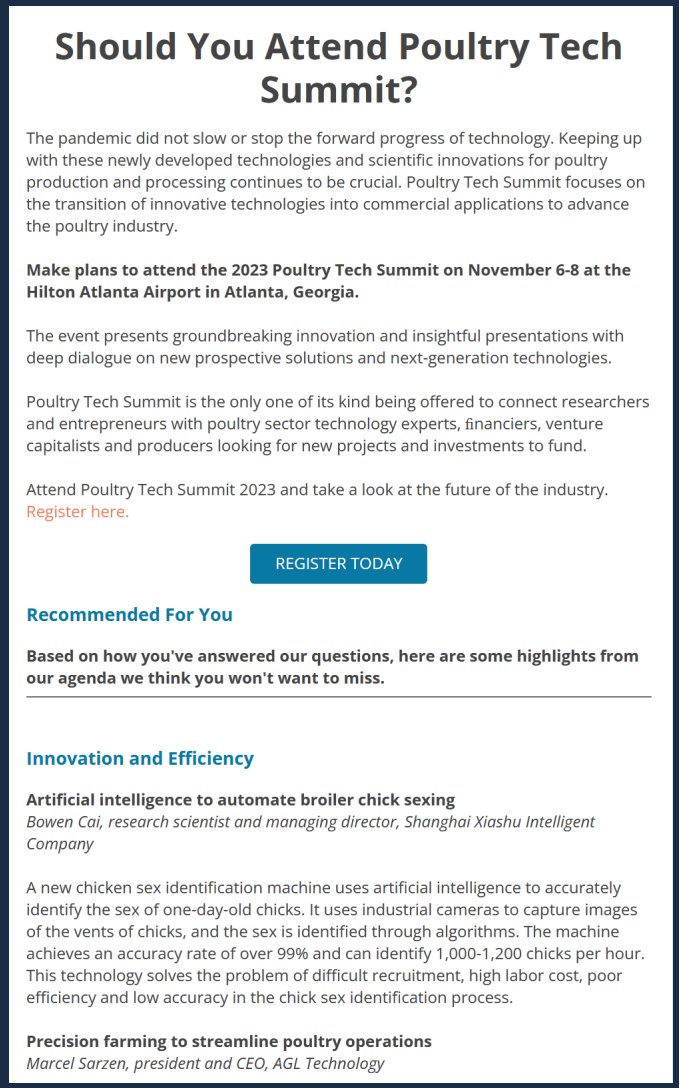
14% Conversion Rate

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.





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

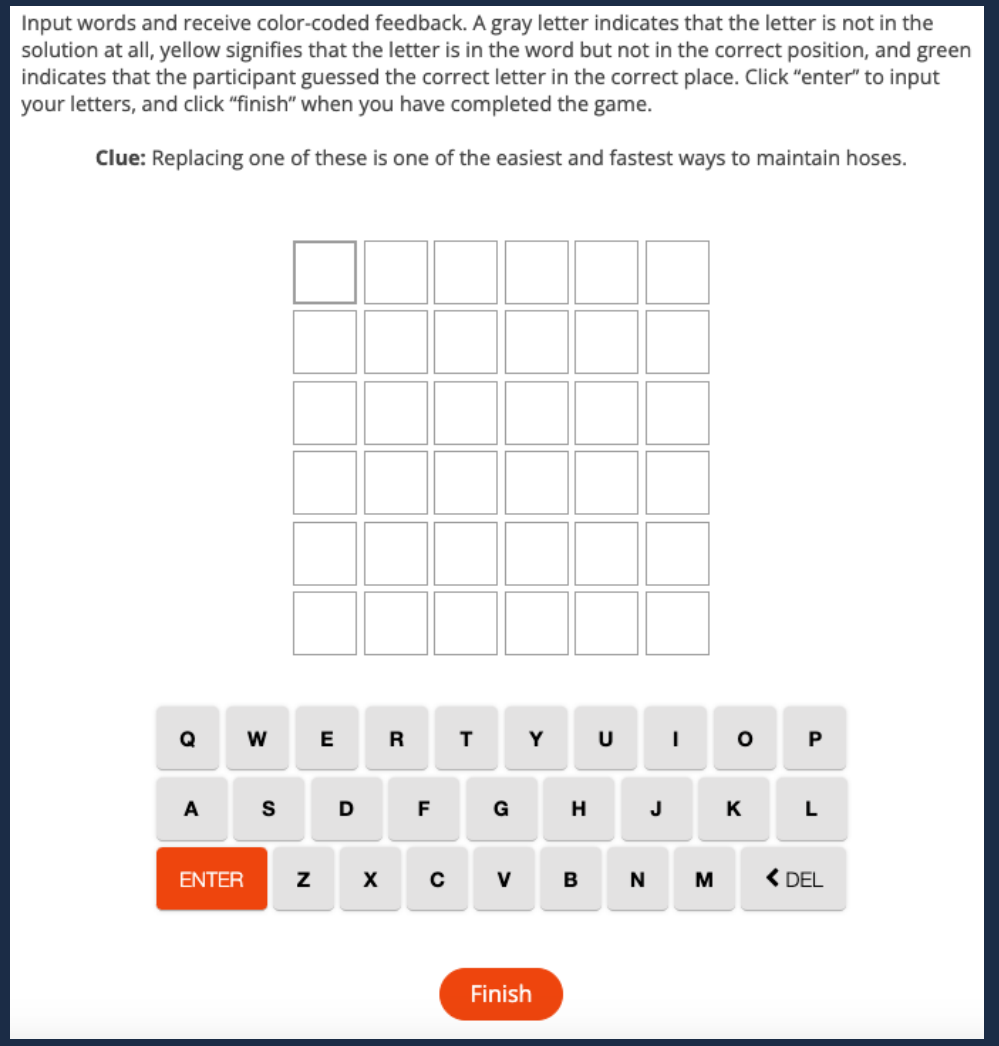
Artificial intelligence to automate broiler chick sexing
Bowen Cai, research scientist and managing director, Shanghai Xiashu Intelligent Company

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

BNP

DuctWord



Wrap-Up

Thank you!
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