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Tradeshow Marketing Data Enrichment

By

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What Is It?

Tradeshow Marketing Data Enrichment (TMDE) is a data enrichment process specifically tailored for tradeshows and events. This custom data enhancement makes your tradeshow marketing data smarter. We tailor this enrichment process to your event's unique metrics and data characteristics.

The TMDE process examines registration behavior for the individual and organization, demographic trends, and geographic bias based on the venue. It creates on average 20+ new smart codes to enhance your marketing data, giving you micro-segmentation options that were not available or very difficult to create within your current database environment.

During the TMDE process, many new selectable data flags are associated to each unique attendee record. Each contact has their attendance and behavior history maintained. All these data enrichment properties add up to three major benefits to help you market your show with greater efficiency and effectiveness:

1. You gain new smart codes that enable you to select data in new ways. Creative micro-segmented messaging is at your fingertips.
2. With the data enrichment process, you can develop new micro-segments on the fly. Selections become intuitive and you save time and brain damage.
3. Your marketing data has the key behavior and demographic selects that can power new levels of attendance, nurture the most desirable attendees, achieve greater floor density with higher conversion rates, and a lower cost per registration.

How Does It Work?

1. You provide us with your tradeshow registration/attendee data for the last 3 to 5 years (we recommend 5 years to develop better attendee and company profiles).
2. We import your data through a secure password protected drop box.



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3. We run a data audit and align your data with hygiene steps to improve data quality and matching levels.
4. We run our custom Tradeshow Marketing Data processes through Direct Hit's Tradeshow Data HQ, on your data.
5. We enrich your data with 20+ new smart codes by creating new "fast select" fields added on as new smart code properties at the end of your record layout.
6. We develop a best record (usually the most recent for a contact). This enriched record contains all registration and attendance history.
7. We place your enriched data back in the secure drop box along with a data dictionary, a Data Enrichment Summary that provides counts on how many smart codes by type were added, and a "How to Use the New Smart Codes" document.
8. We are available to do a post process meeting to help you get rolling with your enriched Tradeshow Marketing Data.

What New Tradeshow Smart Codes Will You Add To My Data?

If your data has the data elements to produce, here are the smart code properties that we will add to your Tradeshow Marketing Data:

1. While we will maintain your unique record ID so you can easily import your data, we will add Direct Hit contact and organization ID's to each record. You can now easily select all the contacts by an organization for custom messaging.
2. Marketing Channels, Data Source, Distance to Venue, First Time, One Time Attendees, Loyalists, Super Loyalists, Abandon First Timers, Normally Registered by This Time, Select by Specific Years of Attendance (last 5 years), Select Registered No Shows, Registration Marketing Influencers, Life Time Value (LTV), Title Class and Functional Area, Every Demographic, and Registration Type or Code.

How Long Does The Data Enrichment Process Take?

On average, with reasonably clean data, the process from uploading to downloading your data is 5 to 7 business days.



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How Much Is My Marketing Investment For The Smart Data Enhancement?

We provide a custom quote based on each client's data scenario. It is very affordable and budget friendly.

Is There Support After The Process Is Complete?

We do a post process meeting to go over the data enrichment results and discuss how the smart data will help to develop micro-segments for relevant messaging. We provide you with a marketing data enrichment results summary, a data dictionary for each of the new smart code properties added to your Tradeshow Marketing database, and a "How to Guide" to help you begin to use micro-segments in your marketing.

If you need support, we are always around to help you achieve the best results.

If I Need More Support, Are There Support Options?

Do you need more in-depth help for micro-segmentation development or campaign strategy? We will develop an affordable consultation plan for you.

Are There Other Issues Or Options To Consider With This Data Enrichment Service?

Most organizations prefer to use their own e-mail deployment platform or marketing automation system and just upload the smart data into it. Of course, this requires some set up with your platform to select from the new smart fields. Typically, the Tradeshow Marketing Enriched Data is set up by an internal super-user or consultant and is normally a one-time setup.

Direct Hit does provide an online Data HQ that your smart data may be loaded into with all the selections set up with a user-friendly interface. You will have a secure login and password. You can download each of your marketing campaign pulls into a CSV for deployment. If this makes sense for you, we can provide a custom quote.