EVENT APP INCREASES ENGAGEMENT BY 200%

Direct Selling Association Conference, Australia

CHALLENGE

The Direct Selling Association of Australia wanted to innovate their annual national conference and encourage interaction and engagement between delegates, increase ROI for exhibitor/supplier members of the association and build a more sustainable conference.

SOLUTIONS

MCI Australia introduced an event app where live updates to schedules and instant messaging between delegates were made available. In addition, a gamification feature was introduced to encourage delegate interaction with key features of the conference. For supplier members, a lead capture feature was introduced for more qualified sales opportunities post event.

RESULTS

- 20% INCREASE IN APP USER LOG IN VS 2018 W/O GAMIFICATION
- 200% INCREASE USER ENGAGEMENT
- 3.5M POINTS REWARDED
- 16 LEADS PER EXHIBITOR
- ON AVERAGE, 7 MESSAGES SENT PER DELEGATE
- 30% INCREASE IN IMAGE UPLOADS
- INCREASE IN ONLINE TRAFFIC TO SUPPLIER PAGES
- 400% INCREASE ON EXHIBITOR’S PAGE VIEWS AS A RESULT OF GAMIFICATION

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