



CustomerMining

2901 Park Avenue, C4

Soquel, CA 95073

P: 831.465.0898 F: 831.465.1186

www.customermining.com

CASE Study: Event Marketing



Challenge:

Adobe is a provider of business and consumer software products. They help customers create and deliver compelling content and applications as well as fully realize their business potential. Each year, Adobe hosts their annual user event to deliver in-depth product training, provide networking opportunities and showcase the latest product innovations. CustomerMining is responsible for reaching the yearly paid attendees goals to the MAX conference. The economic downturn reduced event attendance by 40% and no advertising budget was allocated to promote event.

Strategy:

Utilize the customer database, current Adobe communications and engage community leaders to deliver conference event information.

Program Tactics:

- Create communication waves to deliver event highlights, key sessions and information that is customized for each target audience throughout the registration period
- Partner with user groups, community leaders and evangelists in promoting the event to their members and followers
- Promote MAX with product sales bundles and offers
- Incentivize the corporate sales team to invite key customers to the event
- Build an event community through social media outlets

Target:

Application Developers, Creative Professionals and Business/IT Managers

Key industries: Government and Education

Solution:

Create a campaign that delivers customized event information to hit registration goals throughout the registration period. Each message wave should provide reasons to attend and create a sense of urgency to register.

Results:

From 2005 to current year, CustomerMining has met or exceeded the event attendance goals.

ROI:

Profitable User event each year and exceeding attendance goals