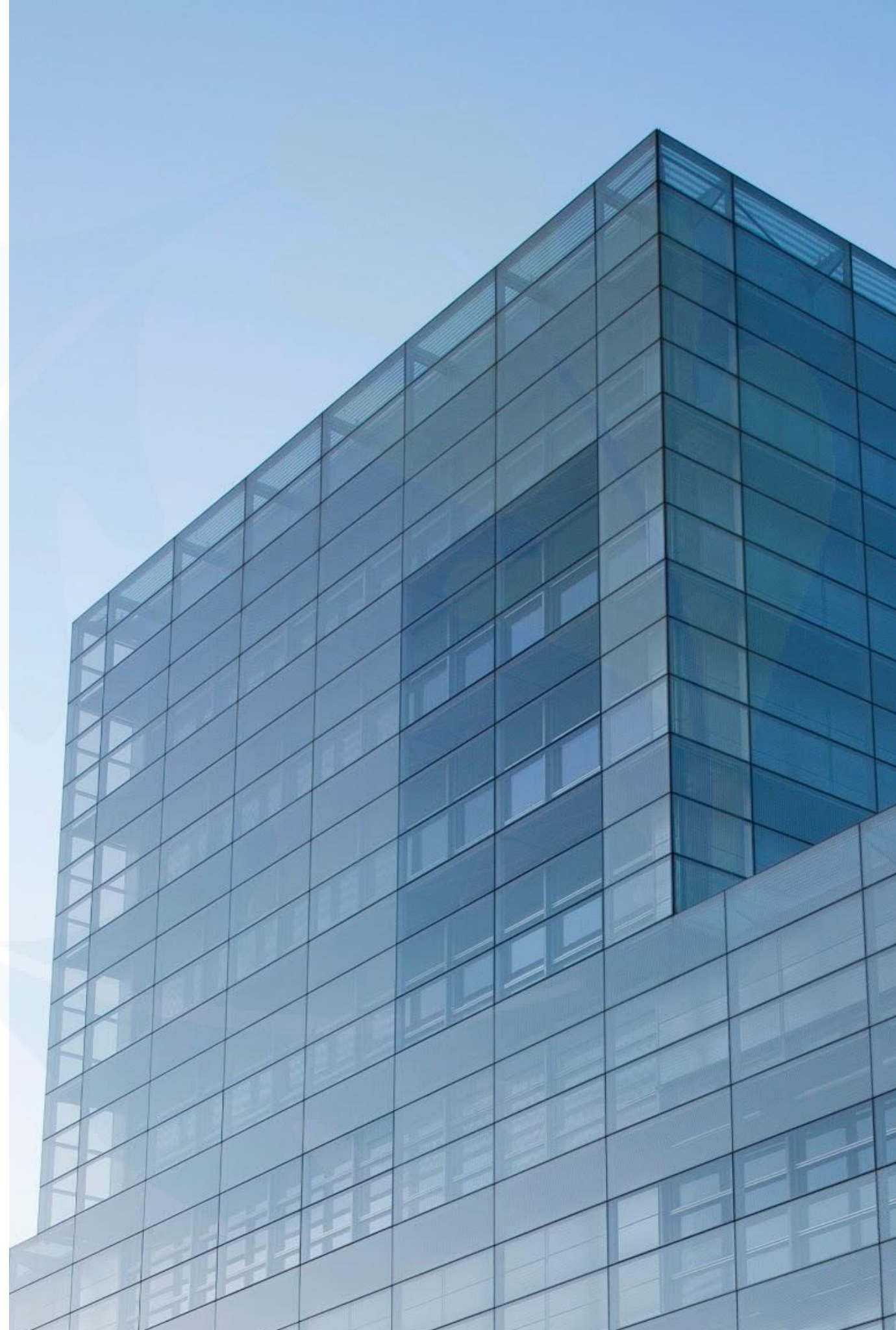




*InGo Case Study:
Optimizing the Attendee Experience*



REAL RESULTS, REAL ROI

ADOPTION

25%

ADVOCATES

1,900+

ENGAGED CONTACTS

1,800+

ACQUISITIONS

1,846

COST PER ACQUISITION

\$2.71

OF WHICH INGO GENERATED

60% New

37% Alumni

70% in Region

LEGEND

- Advocate = Registrant who uses Social Media (InGo)
- Acquisition = Contact in an Advocate's network who successfully registers after the Advocate invited or posted about the event
- Adoption = The percentage of registrants who used Social Media (InGo) to complete their registration

THE ADVOCATE EFFECT



About Greenbuild

Greenbuild is the world's largest conference and expo dedicated to green building. It allows the green building community to gather to share ideas and the mutual passion of building sustainably.

Greenbuild's Goals and Why They Used InGo

Greenbuild was looking for a word-of-mouth marketing solution and through InGo's social registration and amplification tools, its attendees and exhibitors became empowered to co-market the event and be social influencers.

Thousands of empowered advocates (**25% Adoption**) helped deliver thousands of engaged contacts, turning social networks into true, on-site networking opportunities.

Greenbuild also used InGo's powerful "Who's In" tool to showcase its social community, build brand allegiance, and create unrivaled social demand.

“InGo allowed us to organically market to attendees we were otherwise unable to reach, and based on the impressive results this program generated, it proved to be a cost-efficient and effective alternative to acquire new attendees at Greenbuild”

Lindsay Roberts, Group Director

Informa Exhibitions

HOW INGO WORKS



**Activate Advocates
For Your Event via
InGo on Your Website.**

**Advocates Send
Invites and *Post* to
Social Media.**

**You Get Measurable
Social Media Influence,
Growth and Impressions.**

Learn More About InGo's Other Case Studies

www.ingo.me/results



“InGo easily integrates with our registration platform to socially empower Greenbuild attendees!”

- Elizabeth George, Informa Exhibitions