

INDUSTRY: Financial Services **ORGANISER:** i2i Events

ABOUT MONEY 20/20: Money 20/20 is the largest global event focused on payments and financial services innovation for connected commerce at the intersection of mobile, retail, marketing services, data and technology.

WHY INGO?: Money 20/20 was looking for a way to build on its reputation for attracting the most senior audience of geographically diverse decision makers to grow the event with even more highly qualified attendees.

ADVOCATE MARKETING CAMPAIGN RESULTS:

Attendee Growth - This show saw the full effect of an Advocate Marketing campaign, with potential participants showing excitement to be invited to the event. It also achieved higher attendee networking and engagement rates as well as grew attendance at the event.

ROI - The rate for attending Money 20/20 is \$2,000+ so each acquisition provided measurable in-year value to the event, as well as the other attendees and the exhibitors.

InGo by the Numbers:

21% **Adoption***
 1,000+ **Advocates**
 16,261 **Personal Invites**
 797,663 **Trusted Impressions**

InGo Acquisitions:

1,634 **Acquisitions**
 \$13.77 **Cost Per Acquisition**

InGo Advocate Data:

1,000+ **Advocated Socially**
 1,372,017 **Total Network Reach**
 93% **LinkedIn**
 4% **Facebook**
 3% **Twitter**
 43 **Global 2000 Companies**

Money 20/20

Money 20/20 has had incredible growth since the inaugural 2012 event and that momentum continued in 2015, with year over year increases across all metrics.



**10,000+
Attendees**



**3000+
Companies**



**75+
Countries**



**1000+
CEOs**



**500+
Speakers**



**500+
Exhibitors**

*Percentage of users that registered socially and became Advocates.