

SUMMITSYNC + 180BYTWO: Using targeted programmatic ads to schedule more meetings and measure event ROI

SummitSync and 180byTwo create a marketing timeline before, during, and after conferences and trade shows. B2B teams are enabled to pre-book and track more meetings, increase revenue, and measure event marketing ROI.

BEFORE: IDENTIFY AND TARGET

Weeks before the event, SummitSync and 180byTwo work together to identify prospects and maximize your potential to pre-book more sales meetings.

SummitSync's proprietary AI works first to identify potential attendees, then 180byTwo identifies them digitally for use in programmatic ads.

SummitSync's meeting automation platform then syncs all prospects to Salesforce and related campaigns, and tracks all pre-booked meetings.

180byTwo's digital media services, when used with the same audience as a client's email campaigns, increases email open rates by up to 25%.



Email Campaign



SummitSync Predictions



Programmatic Digital



Scheduling Links



MORE MEETINGS

SummitSync's partnership with 180byTwo ensures that companies achieve the maximum ROI from B2B conference and trade show marketing budgets. SummitSync combines its predictive targeting of conference and trade show attendees and the ability to pre-book sales meetings with 180byTwo's audience activation and management services.

DURING: CONFIRM

With the maximum number of sales meetings booked, companies use SummitSync during the event to confirm meetings and upload notes in real-time. This information integrates back to Salesforce, ensuring that teams can track performance and conference and trade show ROI.



AFTER: CAPTURE EVENT ROI



The targeted programmatic ad campaigns can be used to drive additional meetings post-event. Users can run email campaigns concurrently with 180byTwo ads to ensure that companies continue to target relevant audiences and drive sales potential after the conference or trade show is over.

Results are tracked by SummitSync and 180byTwo to inform users on the success of their campaign. Reports include meetings booked through the SummitSync scheduling links and call-to-action performance in the digital display campaigns.



ABOUT 180BYTWO

180byTwo leverages multi-sourced data points across offline, online, mobile, location, signal, and proximity in order to efficiently and effectively target professionals and consumers. **Learn more: [180bytwo.com](https://www.180bytwo.com)**



ABOUT SUMMITSYNC

SummitSync is the #1 U.S.-based meeting automation platform that allows B2B sales and marketing teams to get the most out of their conference and trade show budgets. **Learn more: [summitsync.com](https://www.summitsync.com)**

