

## atEvent Sales Intelligence Mobile Product Platform

The atEvent Event Sales Intelligence Platform lets sales and marketing teams capture higher quality leads and provides detailed sales-specific insights so companies can increase the success of their events. The solution helps companies generate qualified leads, measure and monetize their event activity, and accelerate sales velocity after events.

atEvent is fully integrated with the most widely used Marketing Automation and CRM systems and provides a user-and account-level view of prospect activity that drives automated, rapid follow-up and personalized prospect nurturing.

**Customer**  
atEvent

**Industry**  
Sales and Marketing

**Offering**  
Software Product Development

### About the Client

atEvent is a US based Sales Intelligence leader which helps enterprises manage and offer insights into their events leading to optimization of leads capture and pursuit.

## Sales Industry Challenge

Typical industry practices focus on quantity—but without context, large quantities of names burden salespeople and skew metrics while potential customers slip through the cracks.

Enterprises spend **20%+** of their marketing budget on events—but still struggle to quantify the impact of this investment on lead generation and sales.

To address this challenge, atEvent partnered with Techlogix to develop a state of the art solution that leverages suitable technologies to effectively meet these objectives.

## Mobile Application Product as the Solution

The atEvent app helps sales and marketing capture higher quality leads that can be nurtured or routed to sales for immediate follow up.

atEvent's Card Scanner mobile app is for salespeople to collect contact data at the event via direct input or just scanning the card and using OCR (Optical Character Recognition). And with their application fully integrated – companies can push that data directly through to their CRM.

The atEvent Card Scanner app is fully integrated with the most widely used and trusted marketing automation and CRM systems, enabling field salespeople to automatically transfer highly accurate prospect data to their preferred systems and start the lead-nurturing process immediately.

## atEvent Application Features

### Scan

Scan attendee's business cards or badges to accurately capture prospect contact info, add topics and follow-ups, and automatically create rich prospect interaction records in Marketing Automation or CRM systems for near real-time nurturing.

### Check In

Check in event attendees who visit atEvent customer booth and interact with their team. Pull in pre-registered users from their Eloqua, Marketo or Hubspot landing pages and add rich prospect interaction data from event interactions to their prospect profiles. Notify salespeople when any mapped accounts check in so they can follow up and accelerate the sales cycle.

### Review & Manage

Allow sales and marketing staff to view attendee profiles, update prospect records, and review account-level interaction across events and get the pulse on sales actions by reviewing trending topics and follow-up actions.

### Nurture & Follow Up

The atEvent app integrates seamlessly with most Marketing Automation and CRM system so sales and marketing teams can receive high-quality event contacts and leads in near real-time and begin nurturing them right away.

## atEvent Platform Features

### Higher Quality Leads

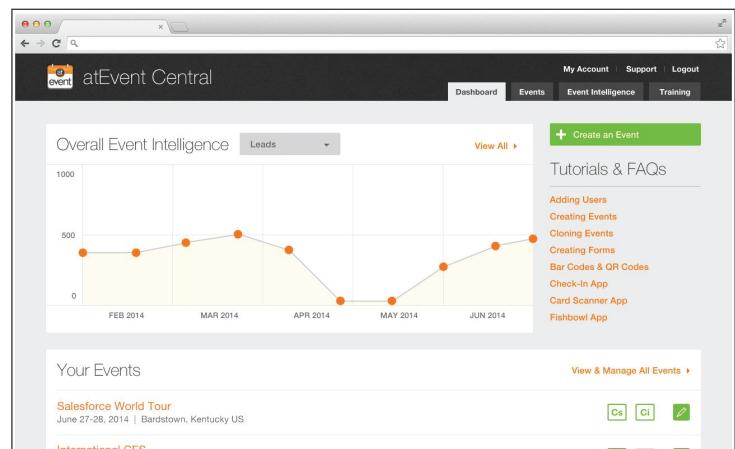
Rather than just gathering names, sales and marketing staff can use the atEvent app to increase engagement with those who show actual interest in atEvent customers' products or services—leading to cleaner data, better metrics and higher sales conversions.

### Rich Prospect and Account Interaction Data

Card collections, sign-ins, and newsletter sign-ups can only tell a sales team who visited their booth. With atEvent, sales and marketing staff can add important context to prospect records, including topics discussed, top solution areas of interest, and follow-up actions—for personalized prospect nurturing and faster sales conversion.

### Sales Intelligence Dashboard

The number of names captured is an imperfect metric for the success of an event. The atEvent dashboard pulls together detailed insights about trending topics and follow-up actions, cost per lead, covered account activity and more—so sales and marketing have all the information they need to accelerate the sales process.



### **Interaction History Across Events**

Typical enterprise sales do not happen with an individual, but an account, over time. Insights about interactions with a single prospect at a single event are only part of the picture. The atEvent dashboard lets sales and marketing quickly and easily see the whole account and prospect engagement story and plan the next step accordingly.

### **Marketing Automation and CRM Integration**

Rapid, personalized follow-up is the best way to capitalize on event interactions. atEvent is fully integrated with the most widely used Marketing Automation and CRM systems to provide a comprehensive view of prospect and account activity—enabling automated, targeted prospect nurturing after the event.

## Software Product Engineering

[www.techlogix.com/software-product-engineering](http://www.techlogix.com/software-product-engineering)

Techlogix provides technology development teams that can address the full product lifecycle including conceptualization, detailing of functional specifications, user experience design, software development, testing and verification, release management, product maintenance and support activities. Our SPE practice covers engagements ranging from complete platform development to specific module development to targeted enhancements on existing products. Developing complex, high performance web scale platforms with multiple front ends including mobile and HTML is a particular focus area.

## Contact

For more information, contact [info@techlogix.com](mailto:info@techlogix.com)



## About Techlogix

Techlogix is an IT Services, Consulting and Business Solutions company that helps its global clientele achieve enterprise transformation by harmonizing people, process, and technology. Techlogix builds high performance solutions using practice-specific delivery methodologies that utilize its globally distributed development teams. Our people combine the spirit of engineering excellence with a strong commitment to end-to-end customer experience. Techlogix employs approximately 300 people in 5 delivery centers worldwide.

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