

Client case

CENTRAL MARKETING DATABASE FOR 360° CUSTOMER VIEW

Integrated Systems Events (ISE) is the largest trade fair of the world in the field of audio-visual media and electronic system integration. The annual four-day event in RAI Amsterdam, among other things, attracts over 70.000 professionals. From the beginning in 2004 to 2016 each trade fair edition had its own visitor registration database. ISE wanted to professionalize and personalize the communication of its events to individual customer attributes. For this a 360° customer view of visitors – across the boundaries of several trade fair editions – is necessary.



“Thanks to Ternair, we can focus on communication instead of manually linking data.”

Client case

“The implementation of the Ternair solutions enables us to communicate more efficiently and effectively to customers and prospects.”

360° customer view

The lack of a complete customer view resulted in less streamlined communication and unnecessary costs. For example, customers could be informed about exhibition domains that did not have their interest. By processing data from various databases and systems ISE had a lot of time loss on marketing campaigns to attract visitors. In 2016, the organization decided to merge the customer information that was collected per trade fair edition to one 360° customer view.

Higher conversion and lower costs

Ternair started the implementation in May 2016:

- Ternair Marketingdatabase
- Ternair Interact
- Ternair Campaign

Ternair Marketingdatabase has created a central marketing database based on links with ISE-systems (N200 and Salesforce). This data is standardized, moderated, deduplicated and merged. This creates a ‘golden record’ per customer.

Ternair Interact provides automatic administration of subscriptions for ISE newsletters, as well as subscription management and the return process of ISE magazines.

Ternair Campaign allows personalized marketing campaigns. Target groups are selected, based on features and the

response to previous content. Campaigns allow emails to be formatted and sent using dynamic template(s); within one template all parts of the newsletter (senders, subject, content) can be personalized based on, for example, the visitor frequency and interest profile.

Possibility for additional business models

After a ten-week implementation period, a central database, with over 160.000 professionals, has been built. Aside from higher conversions and lower costs around its own trade fairs, this database offers the opportunity to set up additional business models.

Testimonial André Hooijer, Operations Director bij ISE:

“The implementation of the Ternair solutions enables us to communicate more efficiently and effectively to customers and prospects about our offer. More efficient because we spend less time and manpower; more effective because the information we send is based on integrated, current customer knowledge. This has reflected in higher conversions on our marketing communication.”