

Case Study On



How an Automotive Retail Summit Replaced 3-4 Platforms with One Ecosystem That Attendees Called "The Best Event App Ever" Case Study

ASOTU (short for Automotive State of the Union) is a media and community-driven company in the automotive industry focused on connecting, informing, and empowering automotive dealers and professionals.

Problem Statement

ASOTU CON needed to make the journey from registration to in-person session feel seamless. With 800 automotive retail professionals attending annually — dealers, software providers, and consultants — Nathan Southwick and Kyle needed technology that could handle pre-event engagement, registration, in-person experience, and post-event connection without friction. The event's mission was ambitious: increase collaboration across the automotive retail industry while making attendees feel refreshed, encouraged, motivated, and rested.

Their previous setup was a patchwork of 3-4 bolted-on solutions. Each platform delivered one piece of the experience, but nothing connected. The previous app was complicated from a setup perspective, had limited user roles, and made it difficult to invite team members. Sponsors and exhibitors had the most trouble with it. The fragmented experience wasn't working.

After evaluating platforms, Nathan and Kyle chose Eventify. They've now run three events on the platform, and with each cycle, they've been able to provide feedback that improved the system. The result? A seamless ecosystem that attendees call "the best event app I've ever been in" — at half the cost of what competitors charge.

CHALLENGES BEFORE USING EVENTIFY

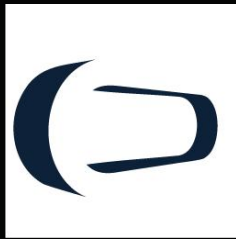
- Fragmented tech stack — 3-4 bolted-on solutions delivering disconnected experiences
- Complex setup process — Previous app was difficult to configure and manage
- Limited user role management — Hard to invite team members and assign permissions
- Sponsor/exhibitor frustration — Previous platform caused the most trouble for exhibitors
- Lack of seamlessness — Registration to in-person experience felt disjointed
- No unified attendee connection — No central place for networking and messaging
- Outdated user experience — Platform looked and felt old
- High cost — Competitors charging significantly more for less functionality

WHY EVENTIFY

- All-in-one ecosystem — Everything in one platform instead of 3-4 bolted solutions
- Cost efficiency — Half the cost of competitors, some of whom charge 10x more
- Easy attendee connection — Messaging and networking built in and effortless
- Gamification — Feature attendees fell in love with organically
- Custom white-label app — Modern, user-friendly, easy to deploy
- In-session engagement — Q&A and polls driving real-time interaction
- Great team communication — Responsive to feedback cycle after cycle
- Continuous improvement — Platform gets better with each event iteration
- Seamless registration flow — From ticket purchase to in-person session without friction



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How Eventify Helped

One Platform Replaced 3-4 Bolted Solutions

Everything ASOTU CON needed — ticketing, registration, full app branding, customized icons, floor maps, Stripe integration, people management — lived in one place. No more juggling platforms. No more disconnected experiences.

Attendee Connection Made Networking Effortless

Messaging and connection features made it easy for dealers, software providers, and consultants to meet new people. The barrier to networking dropped to zero, and community building happened naturally.

Gamification Won Attendees Over Completely

Nathan and Kyle called it "super fun" — attendees fell in love with gamification. It wasn't just available, it was loved. Engagement happened organically without organizer prompting.

Custom White-Label App Looked Modern

The app was user-friendly, easy to deploy with the team, and — critically — didn't look like it was built in 2003. A modern experience mattered to attendees and reflected well on ASOTU CON's brand.

In-Session Q&A and Polls Drove Real Engagement

Live Q&A and polling during sessions became a real engagement driver. Attendees weren't just consuming content — they were participating in it.

Seamless Journey from Registration to In-Person

The synchronicity Nathan and Kyle wanted — from registration all the way to sitting in a session — finally felt seamless. Every touchpoint worked together instead of existing in silos.

Cost Efficiency at Scale

For half the cost of what ASOTU CON had been paying (with some competitors charging 10x more), they got more features, better experience, and an ecosystem built around organizers. Nathan called it "lightning in a bottle."



KEY FEATURES USED

Attendee Connection & Messaging — Effortless networking and communication between attendees

Gamification — Engagement feature attendees fell in love with organically

Custom White-Label App — Modern, user-friendly, branded mobile experience

In-Session Q&A & Polls — Real-time engagement driver during content sessions

Full Registration System — Ticketing and registration integrated into platform

Floor Maps — Venue navigation embedded in app

Stripe Integration — Payment processing built in seamlessly

People Management — Full attendee, sponsor, and exhibitor management

App Branding & Icons — Customized visual experience matching event brand

RESULTS

- **800 attendees served annually** — Dealers, software providers, consultants connected seamlessly
- **"Best event app I've ever been in"** — Repeated unsolicited feedback from attendees
- **Another event organizer reached out** — Industry peer asked about platform after seeing experience
- **3-4 platforms replaced** — Bolted-on solutions consolidated into one ecosystem
- **Half the cost** — Competitors charge up to 10x more for less functionality
- **Seamless attendee journey** — Registration to in-person session felt connected
- **Gamification adoption** — Attendees fell in love with engagement features organically
- **Modern user experience** — Platform looked and felt current, not outdated
- **Sponsor/exhibitor satisfaction** — Previous platform frustrations eliminated
- **Attendees feel refreshed and motivated** — Event goals achieved through seamless tech support



You can do it all. You can do it all right there. You've never seen a platform that has thought about building an entire ecosystem around an organizer's admin in this way at the cost that Eventify is able to provide. Others cost 10x. It's lightning in a bottle for an event organizer.

About the Company

ASOTU (short for Automotive State of the Union) is a media and community-driven company in the automotive industry focused on connecting, informing, and empowering automotive dealers and professionals. It started as a daily newsletter and live podcast series and has grown into a larger media network that produces events, podcasts, webinars, industry content, and newsletters for retail auto dealers and industry leaders.

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Whether you're in corporate, B2B, education, research, or retail, we offer the perfect solution for businesses of all sizes. Our goal is to deliver exceptional results and create an unforgettable event experience, uniquely designed for you.

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