

Case Study

Livprotec Drives Traffic at World Water Event in Amsterdam

OBJECTIVE

Maximize qualified booth traffic and generate meaningful pipeline opportunities within a 2-month preparation window.

- **Attract the right audience:** Engage European decision-makers, trade show visitors, and exhibitors with partnership potential.
- **Create pre-event visibility:** Build awareness across digital channels to ensure Livprotec stood out before the event began.
- **Drive booth conversions:** Convert interest into confirmed booth visits and post-event pipeline discussions.



ABOUT THE CLIENT

With just two months to prepare, Livprotec, a Bangalore-based water technology innovator, set out to make an impact at one of the world's largest water events in Amsterdam. The aim was to showcase flagship solutions and attract high-value prospects and partners in a crowded marketplace.

THE CHALLENGE

Global trade shows are highly competitive, with hundreds of exhibitors vying for attention. Livprotec faced three key hurdles:

- 01 Standout visibility**
Compete against well-known global brands with bigger presence.
- 02 Qualified engagement**
Attract decision-makers and partners instead of just foot traffic.
- 03 Time pressure**
Achieve all this with only two months of preparation.

The target audiences were: potential European customers, registered event visitors, and fellow exhibitors with partnership potential.

SOLUTION PROCESS

Aibiliti executed a 2-month demand generation sprint guided by a Market Entry Playbook:

01

Market Entry Playbook

- Mapped the European buyer landscape and segmented attendees by role, size, and geography.
- Profiled 300+ exhibitors for partnership potential, focusing only on high-value prospects.

02

Custom outreach lists

Built a database of ~2,000 segmented contacts (1,200 visitors, 500 customers, 300 exhibitors).

03

Persona-specific messaging

- Tailored messages for each group — solution-focused for customers, partnership-driven for exhibitors, and value-led for visitors.
- Ran 4 rounds of outreach with evolving hooks to maintain engagement.
- Avoided generic messaging, ensuring every touchpoint felt relevant and personalized.

04

Content & awareness

Created LinkedIn posts and visual assets that built pre-event buzz and highlighted Livprotec's participation.

05

Multi-channel outreach

Combined email, LinkedIn, WhatsApp, and voice-based touchpoints to confirm interest and secure booth visits.

RESULTS

2,000+

stakeholders reached across Europe's water-tech ecosystem.

4 rounds

of multi-channel outreach delivered high recall and engagement.

100+ **qualified booth**

visits secured, including decision-makers and potential partners.

Pipeline momentum

created: Several high-value prospects entered follow-up discussions.

Repeatable framework

established: A proven event-marketing model Livprotec can reuse for future trade shows.

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This campaign gave us visibility at one of the most competitive global water events. Over 100 qualified visitors came to our booth, leading to partnership conversations and pipeline opportunities — a huge win for us.

Alok Sharma
CEO, Livprotec

aibiliti

aibiliti.co | contact@aibiliti.co