

CASE STUDY

Transforming Data into Revenue for a Global Events Leader

A leading global events and exhibitions company partnered with NowVertical to unlock the full value of their audience data. From fragmented insights and siloed systems to a unified, AI-powered customer intelligence platform, they achieved measurable commercial impact across their global portfolio of 500+ events.

6x

Increase in Email
Engagement

\$1.1M

Incremental Delegate
Revenue

600%

Increase in Email
Open Rates

28%

Increase in Show
Turnout

Over a multi-year engagement spanning data strategy, analytics, machine learning, and platform delivery, NowVertical embedded a culture of data-driven decision-making across this organisation's marketing, sales, and event operations teams — touching every stage of the audience lifecycle from acquisition to retention.

We don't just build dashboards or models — we transform audience intelligence into revenue, retention, and growth.



A Global Events Company Faced a Critical Challenge

This organisation is one of the world's largest event organisers, running 500+ events annually across multiple continents and dozens of industry verticals. Following a major corporate acquisition, the company needed to integrate diverse legacy brands, technology stacks, and data ecosystems into a cohesive, insight-driven operation.

Audiences and data sat in separate silos. Digital media brands operated alongside leading physical events, but the data from these touchpoints was fragmented. Stagnating event attendance, limited digital insight, and inconsistent tracking made it nearly impossible to personalise content, enable smarter matchmaking, or unlock new revenue streams.

Leadership sought to unify digital-led engagement, turn digital audiences into event attendees, maintain year-round engagement, and deliver incremental commercial value.

Their challenges were clear:

- **Siloed Data & Fragmented Tracking:** Customer data was scattered across registration systems, CRM platforms, email tools, and web properties with no unified view.
- **Inconsistent KPI Definitions:** Different business units measured performance differently, making global benchmarking impossible.
- **Limited Audience Visibility:** Inability to identify, segment, and grow the Known, Engaged, Marketable Audience (KEMA) across their digital ecosystem.
- **Revenue-Centric Sales Model:** The existing sales approach was revenue-focused rather than exhibitor-centric, limiting NPS and cross-sell opportunities.
- **Manual Reporting & Operational Strain:** Resource-intensive manual reporting slowed strategic decisions and constrained marketing's ability to prove ROI.
- **Post-Acquisition Complexity:** Merging legacy platforms, processes, and cultures created additional barriers to a single source of truth.



How do we understand the true performance of our global events portfolio?



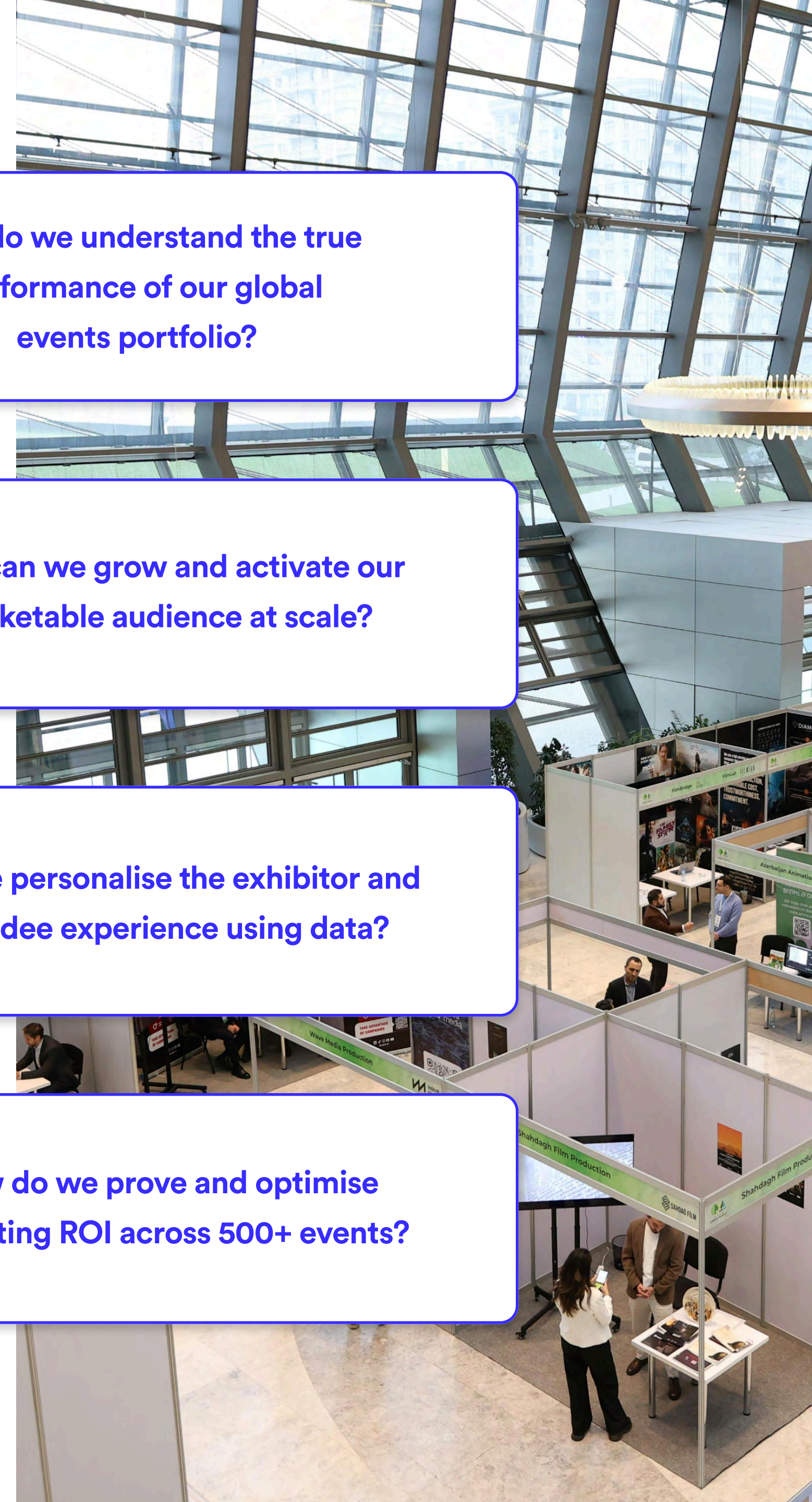
How can we grow and activate our marketable audience at scale?



Can we personalise the exhibitor and attendee experience using data?



How do we prove and optimise marketing ROI across 500+ events?



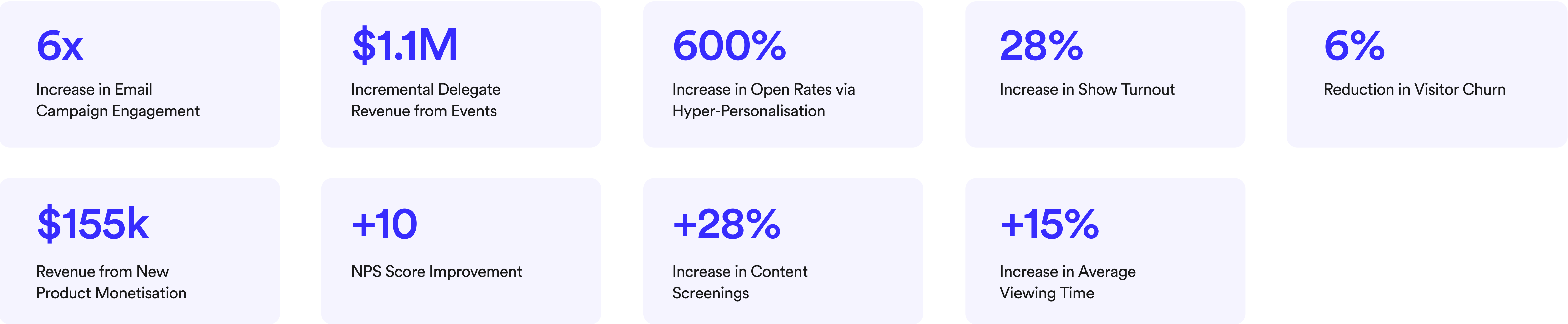
A Progressive, Multi-Phase Transformation

NowVertical partnered with the organisation across five interconnected workstreams, each designed to progressively build capability and deliver measurable business impact. The engagement spanned data strategy, platform architecture, advanced analytics, machine learning, and AI — moving the client from fragmented reporting to a fully integrated, insight-driven business.

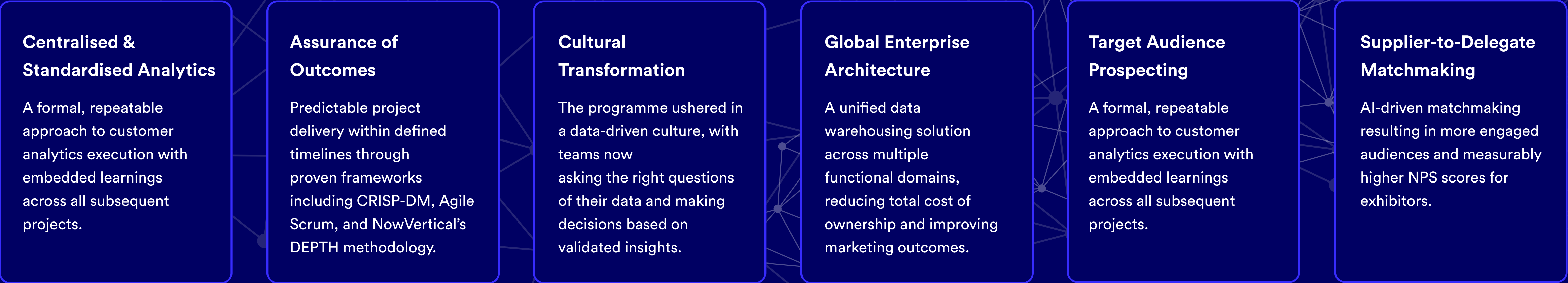


Measurable Results Across the Business

Across the multi-year partnership, NowVertical delivered tangible, quantifiable results that transformed how this global events leader understands, engages, and monetises its audiences.

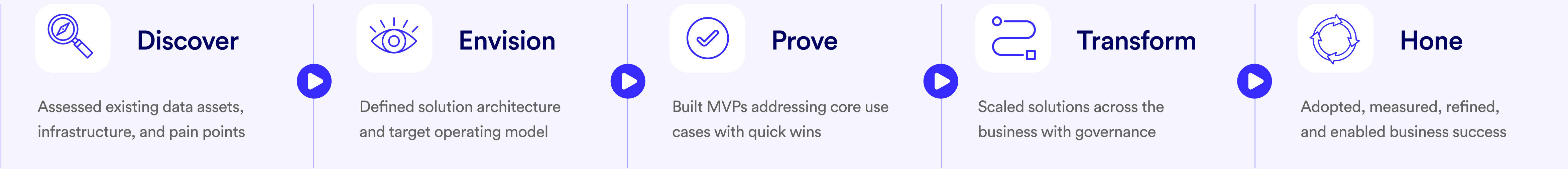


Broader Organisational Impact



How NowVertical Delivered

NowVertical used its proprietary DEPTH framework — Discover, Envision, Prove, Transform, Hone — to structure the engagement. This approach ensures early value delivery, de-risks complex programmes, and scales outcomes progressively.



Technologies & Methodologies

Cloud & Infrastructure

AWS (SageMaker, Redshift), Azure, Google Cloud

Analytics & BI

Power BI, Tableau, custom KPI dashboards

Data Engineering

Python, R, ML recommendation engines (collaborative filtering, Cosine/Jaccard similarity), NLP

CRM & Marketing

Salesforce, Marketo, Eloqua, custom CDP integrations

Methodology

CRISP-DM, Agile Scrum, NowVertical DEPTH Framework



NowVertical went above and beyond to understand our market situation and needs, creating an analytics framework that we can use to engage our audience community like never before.

MARKETING DIRECTOR



This new way of gathering insights ushered in a cultural shift in terms of how the organisation operates. We now ask the right questions of our data and look for answers based on data-validated information.

VICE PRESIDENT OF CUSTOMER INSIGHTS

Get in Touch

Fragmented data, inconsistent reporting, and missed audience opportunities could be holding your events business back. Are you confident you're unlocking the full commercial value of your audience data?

With NowVertical, gain unified audience intelligence, automated performance reporting, AI-driven personalisation, and a clear path from insight to revenue — all tailored to the events industry.

[Book a Demo](#)

[Discover Your Data Opportunity](#)

NowVertical is an end-to-end data and analytics solutions provider with 600+ professionals operating globally. We help enterprises manage, govern, integrate, analyse, and automate their data — transforming it into measurable business value with AI, fast.

www.nowvertical.com

