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# Event marketing: How PipelineRoad helped Matterway “squeeze” success at the BPO summit

Customer story

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Matterway, a B2B SaaS company aimed at reducing handling times for the BPO industry, made a significant impact at the 13th BPO Innovation Summit & Awards in Mumbai, thanks to an innovative marketing partnership with PipelineRoad.

With a cleverly themed campaign centered around “squeezing the lemon,” PipelineRoad was not only able to help Matterway capture the attention of their target audience, but also set a new standard in event marketing.



“We blew it out of the water. We spoke to 80% of the event attendees, and many of them requested a meeting afterwards. Our marketing was on point—marketing the lemons was a great idea.”

Soeren Munke, Chief of Staff at Matterway

**Matterway is an intelligent assistance platform built for BPOs—so they can “squeeze the lemon” and further reduce handling times by cutting wasted steps by 76%.**

**200k impressions**  
from ad campaigns

**79 leads**  
from ad campaigns

**9 meetings**  
from the event

### Pre-event campaigns to spark interest

Events aren't just creative ideas and pretty backdrops, leading up to the event took a lot of prep work from both Matterway and PipelineRoad. As part of PipelineRoad's full suite of marketing services, they were already running awareness campaigns and prepping new marketing materials. There was a major focus on repositioning, resulting in a lot of late nights, reiterations, and testing to see what really stuck.

As the summit approached, PipelineRoad launched a series of targeted campaigns to generate awareness and interest among potential attendees. This included a general outreach to event attendees, an exclusive invitation to a VIP dinner for key individuals, and city-specific campaigns in Mumbai, Bangalore, and surrounding areas. The efforts were amplified by highly targeted LinkedIn ads, which became a topic of conversation among many attendees.



“A lot of people saw our LinkedIn ads, and said ‘oh yeah I remember seeing your LinkedIn ad. I wanted to meet you here’. It's the first time I've experienced something like this with marketing support, and wow, it's a different life.”

Philipp Draheim, BPO GTM Manager at Matterway

“A lot of people saw our LinkedIn ads, and said ‘oh yeah I remember seeing your LinkedIn ad. I wanted to meet you here’. It's the first time I've experienced something like this with marketing support, and wow, it's a different life.” explained Matterway's BPO GTM Manager, Philipp Draheim. “Very good.”

## Impressive campaign results and future prospects

PipelineRoad's strategic approach included comprehensive A/B testing to refine ad effectiveness. In total, two audience sets were targeted, focusing on specific industry skills and tiered accounts, ensuring that every engagement was highly relevant.

The targeted campaigns achieved remarkable results:



**Over a million impressions**  
(1,097,050 impressions)  
and **more than 4,000 clicks** during the initial three-week awareness campaign



A/B testing across 47 different ad creative combinations, increasing ad performance **by over 75%**



Conversion ads in the final two weeks before the event, costing about €1,600 resulted in more than **200,000 impressions and 79 solid leads**

All of this led up to an extremely successful event for the Matterway team running the booth, and a great presentation by Anthony Hsiao, Co-founder and CEO of Matterway, who was a key speaker at the event.

## Event engagement that exceeded expectations

At the summit, the "squeezing the lemon" theme was brought to life, offering attendees lemon stress balls and a cold glass of refreshing lemonade. This consistent theme resonated deeply, as attendees literally and figuratively "squeeze" the lemons as they do everything they can to get maximum value out of their business processes.

"The squeezing the lemon theme really struck gold—it was such a catchy thing and it worked very well," said Hsiao.

The booth was full of lemon-themed visuals like vibrant banners, standees, one-pagers and even a video, which essentially became a hub of activity.

"We had a full event full of conversations with lots of relevant people we wanted to talk to. We spoke to 80% of the event attendees, and many (9) of them already requested a meeting afterwards," said Munke. "It felt like we were the main attraction in a way. We really blew it out of the water."

"It was a great success. We generated a lot of interest and traffic to the booth and spoke to everyone we wanted to speak to and more. It could not have gone any better," added Hsiao.



The success of the BPO Summit event showcases the real power of strategic event marketing—and how an innovative theme, targeted campaigns can really make an impact. Industry attendees went into the event recognizing Matterway, and they left with something to remember (their lemon stress ball, of course 😊).