

## In-Touch Agency Partners

Your experiential marketing programs drive engagement with brands.

Our data marketing programs help you:

- optimize event results • measure engagement impact •
- calculate event ROI • evolve the consumer relationship •

### **We advise you on the best program to meet your client's needs**

Our programs start with gaining an understanding of your client's goals. We examine the event and audience and select your data capture methods, survey questions and incentives. Our broad range of data capture options includes tablets, personal data assistants (PDAs), kiosks, web, interactive voice response (IVR) and phone surveys. We customize your program with incentives that deliver valuable content: sweepstakes, instant win draws, drive-to-store coupons, incentive coupons, or photo marketing.

### **We help you price and pitch your event program's data capture**

Our programs are customized. We develop and price a program and create a set of customized slides for you to incorporate in your pitch deck in a seamless integrated event proposal.

### **We provide custom-programmed products for demonstration**

In the world of experiential marketing, an interaction with a product is an absolute must. We create a sample of our proposal for you, whether it's a link to a web survey or a pre-programmed and branded tablet or PDA. We invest so you can succeed.

### **We manage all the logistics associated with data gathering**

As a full service provider, we manage your program from start to finish. We develop the survey, deliver pre-programmed equipment, manage the data capture

wirelessly in real time, and deliver the data to the right person or the right system in the right way. We also offer customized follow up.

### **We review the results with you and help you map them to program goals**

Data is only useful if it is used to measure progress towards a goal. We help you understand the data, we uncover hidden gems and we help you determine what your client can do next to make their brand even more successful.

### **We help you demonstrate a return on investment**

The perfect ROI shows a correlation between engaging with a brand at an event and a follow-up purchase. We have a team of trained database and statistical experts to help you do exactly this. It might be as simple as showing you how likely the event visitor is to buy your brand's product or service or it might involve analyzing sales data to demonstrate who bought what and how many. We act as your database and statistics guru when you stand in front of your customer with the results.

### **We promote your successes**

We support our partners with a marketing toolkit that promotes your success via case studies, article placement/quotes, press releases, webinars and social media. We are invested in our agency partners' success and in helping their clients achieve their goals in event marketing.

**Deliver more value to your clients. Contact us to learn more about our Agency Partner Program.**

