

Case Study / Cvent

THE CHALLENGE

A world leader in online event management needed a platform to coordinate and repurpose content for varying audiences

Six distinct product offerings. Six distinct audiences. Eight moderator/editors working with more than 50 content writers. Cvent—the world's largest provider of online event management, meeting site selection and web survey software solutions—needed a seamless, efficient interface with enterprise reliability to manage all of its disparate marketing content. The solution also needed to reach Cvent's various target audiences through just about every marketing and social media channel, including 12 regional and national e-newsletters, a variety of nurturing campaigns, and Facebook, Twitter, LinkedIn and Google+. And all this needed to happen without overwhelming Cvent's editors.

THE SOLUTION

Compendium makes content production, editing and approvals easy for writers and editors alike

Leveraging Compendium's tools to help with content creation, moderation and broadcasting, Cvent created four distinct content hubs—each targeted to the goals of a specific audience, such as thought leadership, brand awareness and lead generation. Features like Compendium's content score, which gauges the relevancy of a story to the determined audience, help Cvent's 50-plus writers stay on message regardless of the topic. Compendium's moderation workflow feature allows Cvent's eight moderator/editors to create custom approval work flows for each hub—easing the editing process (average work hours per editor per day: 1.5) while assuring that every piece of content is proofed and formatted before being published.

THE RESULTS

Cvent earns outstanding performance metrics—and even revenue—from its Compendium-powered content hub

Since 2008, Cvent has published almost 8,000 articles. Traffic to its content hubs increased 175 percent from 2010 to 2011, with double the number of page views since moving to Compendium's new layout in fall 2012. Cvent's nurturing program, which leverages content to help move prospects through the sales funnel, resulted in an increase in sales-ready leads of 325 percent between 2010 and 2011. The blog contributed 5 percent of asset downloads and 19 percent of demo requests over the last year, with 60 percent of the asset downloads occurring after the launch of the new design. Most important, Cvent projects ad sales on its various blogs to reach \$1 million in 2013.



“We’ve seen a 60% lift in asset downloads from our Compendium-powered blog.”

—SHERRIE MERSDORF

Marketing Operations team lead, Cvent
[<http://www.cvent.com/en/company/blogs.shtml>]

- 12 targeted e-newsletters
- Total monthly readership about 125,000
- 325% increase in sales-ready leads
- \$1 million in ad sales expected from blogs



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