

# CASE STUDY



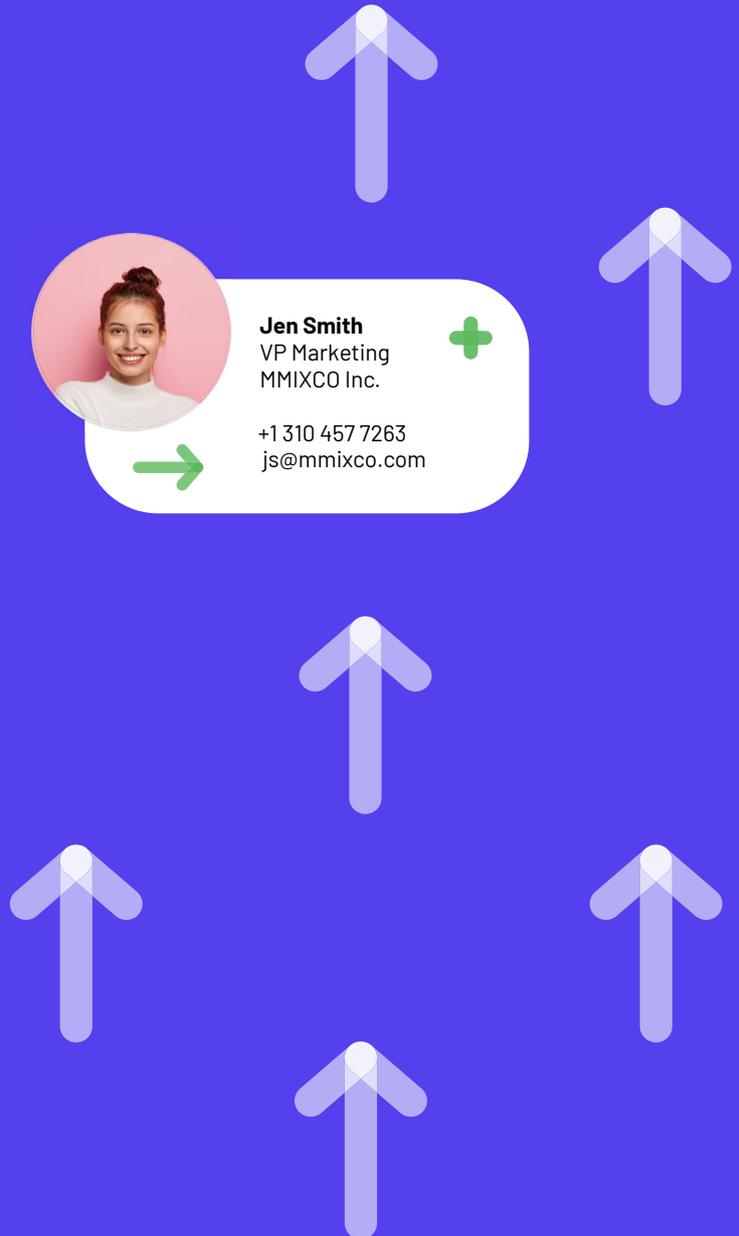
## Gorgias Conversion Rate Skyrockets 400% With Vendelux

*How Vendelux  
boosted workflow  
efficiency and  
helped deliver  
quality leads*



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# → INTRODUCTION



***Gorgias is a customer support platform built for e-commerce companies. It allows clients to connect all of their customer service channels: email, chat, phone, Messenger, Facebook, Instagram, SMS and manage all of them from inside one Gorgias dashboard.***

Gorgias' event marketing manager, Anna Tumanova is responsible for organizing and coordinating all events at Gorgias, including DTCX Virtual Summit, sponsorships, tech, and agency webinars, in-person workshops, dinners and more.

Anna and her colleague Brittany produce all the events at Gorgias and are involved in about 40 events per month. In March, that number was closer to 50. Most recently, they attended ShopTalk in Las Vegas and hosted 5 events for clients and prospects that averaged around 25-30 attendees each.

These events are smaller focused dinners or cocktails that provide sales teams with an ideal opportunity to establish contact with their target audience and dedicate enough time to each one. They are now preparing for new events in London.

"That needs a very established workflow, and a lot of attendees," Tumanova explains.

It's not always about the size of the event, as hosted events during ShopTalk proved, smaller audiences can perform just as well if the quality is right. But how do you find and contact the right audience to justify the event? Gorgias needed to establish a list of attendees that could help move their business forward by driving and finding quality partners. Gorgias prepared side events around e-Tail Europe to attract people who were attending the main event.

## ***Several problems were identified:***

- Response and conversion rates were relatively low, with only 3% of invites receiving responses.
- With those conversion rates, it would take a lot of extra time to send invites in search for RSVPs that met Anna's targets.
- Manually contacting local merchants to try to drive attendance was not efficient or effective.
- Gorgias wanted to fully leverage the contacts they make now rather than need to have more events to meet their sales targets.

# → CHALLENGES

With an average of 40 events per month, Gorgias needed to attract a large number of attendees, but also justify the scale of events by reaping the best results and ROI.

Anna used Vendelux to source the invitees to the events that they are going to host in London. She cited the solution as a tool that helped the company ensure that events are not only well-attended, but also attended by people who can move the needle forward on conversations that can benefit both Gorgias' sales team and partners.

## → SOLUTION

Given the busy agenda Gorgias had, Anna used Vendelux to gain access to the right audiences and invite them to their events. Vendelux allowed Anna to discover relevant events and then prepare for them in the best way possible. For events such as Etail West and Shop-talk, Anna was able to see the attendee list and send invites to surrounding events that Gorgias had created.

*We sent a few rounds of invites to local merchants, but we didn't get much traction. However, when I sent invites from the Vendelux list — because we got the information about eTail attendees — I saw an increase in responses. It was way higher of a response from the people who were actually going to attend the conference.*

Anna Tumanova, Gorgias

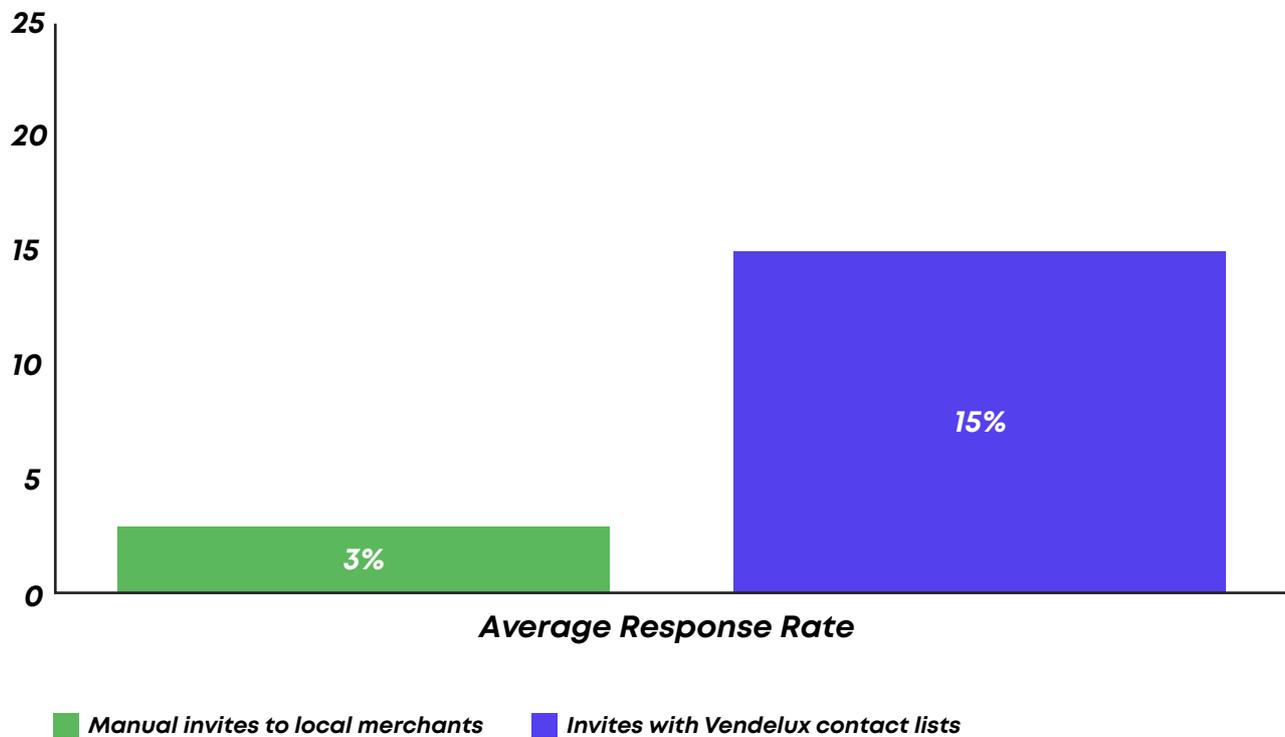
When Anna decided to send invites to people who were attending eTail Europe, she got more responses than when she was pitching invites to London merchants. While she would receive three responses per 100 invites before using Vendelux, she was now receiving 15 for every 100 invites to eTail Europe attendees. The conversion rate had increased by 400%.

Vendelux provided this solution by helping Anna make data-driven event decisions with Vendelux Fusion. With the AI-powered event intelligence platform, Fusion integrated first-party data from Vendelux's network of conference organizers, combining real-time data monitoring from over 35,000 sources and finishing off with AI predictive modeling to forecast likely attendees based on historical insights.

With this data, Anna could forecast which attendees were going to be present at the events that she wanted to target and plan her event marketing strategy accordingly.

Without using Vendelux, Anna would have had to send between 500 and 700 invites to reach the same number of responses and increase the number of events to try and develop more leads. With a usual RSVP goal of 40 or 50 people Gorgias deploys teams of four or five partners in every event looking for approximately 15 leads each. With Vendelux, these targets were effectively and efficiently met.

# AVERAGE RESPONSE RATE PER 100 INVITE REQUESTS



## → THE IMPACT

The enriched contact list with the email addresses of event attendees enabled Anna to easily identify the most likely potential customers amongst attendees.

This increase in attendee responses ultimately leads to Gorgias' managers meeting these people, building relationships with them and possibly closing deals. The more RSVPs they get, the bigger the opportunity they have of closing new deals.

# → HOW CAN YOU ACHIEVE SIMILAR RESULTS?

*With in-person b2b events coming back, knowing which events to attend is more than half the battle.*

Businesses must be selective when it comes to planning events and looking for the right attendees. Event intelligence has never been so important when narrowing down quality events to boost ROI. It's not about how many events you attend, but about attending the events that will make the biggest impact.

Event marketing strategies must ensure you choose the right events that will drive the best returns. These events can put you and your company in view of your target audience and open doors to increasing conversions and generating leads.

But to reach these goals, you need the right data. Searching for events that meet your company values is the first step, but just as important is finding events with speakers, attendees and potential clients that cater to your objectives.

Manually searching for these events can take up a lot of time and resources which is why Vendelux helps target quality audiences and increase lead generation opportunities for your events.

Want to learn how Vendelux can optimise your marketing strategy and help you find better attendees and b2b events?

## GENERATE MORE LEADS AT EVENTS

*Search for your clients, track competitors and maximize event ROI*

*SEARCH 100,000+ B2B EVENTS*

[\*Click to Make Your First Search\*](#)