



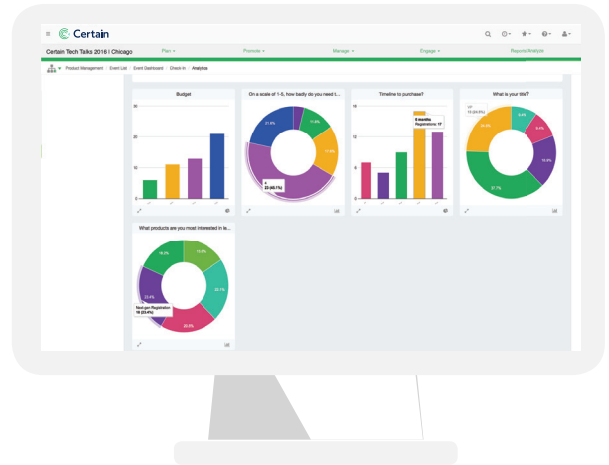
FinancialForce Case Study

With Certain, FinancialForce has increased attendance and improved the efficiency of managing their global events.

Act on data captured at your events in real-time

As the leading cloud enterprise resource platform (ERP) for the new services economy, FinancialForce uses in-person events as a key way to generate demand for their products and unify their team.

Using Certain Event Automation, FinancialForce has been able to significantly reduce the time spent managing and executing their largest events as well as provide a personalized and inspired experience for their attendees.



Benefits:



Improved Operational Efficiency



Greater Personalization



Increased Number of Attendees

The ability to provide a personalized and dynamic experience for our attendees is what we love most about Certain. We also appreciate the expertise they've brought in helping us meet our event marketing goals"

— Arya Bruno | Senior Field Marketing Specialist | FinancialForce



Challenge

FinancialForce runs large-scale, internal and external events across the US and Europe. Before using Certain to manage their largest events, FinancialForce was constrained by an existing solution that lacked a strong integration with Marketo. The FinancialForce team had to manually upload leads and event attendee data directly into Marketo post event.

Additionally, FinancialForce ran into obstacles when seeking to update speaker and session detail. When FinancialForce sought help from the prior vendor, they found the vendor to be very rigid and unaccommodating in helping FinancialForce solve for these challenges.

Solution

To better meet their event goals and unique requirements, FinancialForce decided they needed a significantly more flexible solution. They needed to update speakers and sessions easily, sometimes making those changes on a daily basis leading up to an event. The solution needed to accommodate multiple forms based on different attendee type. Most importantly, any solution FinancialForce chose needed to have a strong, native integration with Marketo so they could eliminate the manual entry required post event.

After a lengthy search, FinancialForce chose Certain to manage their large events. FinancialForce realized Certain provides the end-to-end set of capabilities they need:

- ▶ Dynamic fields and forms by attendee type
- ▶ In-event attendee check-in and mobile
- ▶ Post-event follow-up through a native integration with Marketo

Results

Following an event, FinancialForce no longer has to manually extract, cleanse and upload data to Marketo. They can now trigger highly targeted, real-time campaigns from Marketo based on the attendee data captured in Certain. Additionally, Certain provides a much more flexible solution that allows FinancialForce to easily make modifications to speakers and sessions when necessary. Certain's customer support and success experts provide ongoing value and expertise to FinancialForce to ensure Certain continues to meet FinancialForce's specific event needs.

As a result of the partnership with Certain, FinancialForce has improved the efficiency of event creation and follow up. And through the use of personalized and targeted registration forms and promotion, FinancialForce has also seen a significant rise in the number of attendees at their events.



With Certain, FinancialForce can now send highly targeted event promotions with dynamic forms by attendee type. Through the custom questions and logic available in Certain, FinancialForce can create a highly personalized experience for anyone interested in attending their events.

