

How a media company successfully transformed a key event into a unique virtual experience amidst Covid-19?



107%

Increase in
leads per week

127%

Rise in website
traffic

1270

Additional
Qualified Leads

139%

Increase in organic
website traffic

CLIENT

Founded in 1995, the client is an American weekly magazine and news website based out of California. Their magazine has a readership of over 2 million.

CHALLENGES

- Over the course of three weeks, Lake B2B had to create a new content experience that would engage different types of attendees for the virtual event in terms of age, gender and geographies
- Along with creating unique content, Lake B2B also had to convince the sponsors of the client to not only join them in building this unique experience for attendees event but also provide meaningful value
- Additionally, the client was looking for an event solution that was full-proof to manage in-person, virtual and hybrid events

SOLUTION

- Lake B2B was able to create a 3-week virtual series which included 70+ hours of curated virtual sessions and speakers covering the most relevant topics for marketers
- Email promotion tools offered by Lake B2B allowed the team to communicate daily for the virtual conference and also to improve attendance of sponsored sessions
- Lake B2B's data exports helped capture important insights of each session
- Customized solutions offered helped attendees to make their selection of attending events based on their time and interests

RESULTS

- **Wider audience reach internationally to people in almost 75 countries**
- **67% increase in average view time as compared to the previous years event**
- **5X more leads on average for virtual sponsors**
- **75% Mobile app engagement by mobile users**

**Why wait? Connect with us and get started
with our virtual solutions today**

Lake B2b's platform including its tools, features, live streaming- enabled us to execute the event with confidence. We always believed that Lake B2B would be able to help us in delivering the best possible virtual experience for our attendees

Timmy James, CEO and Founder

Contact us Today