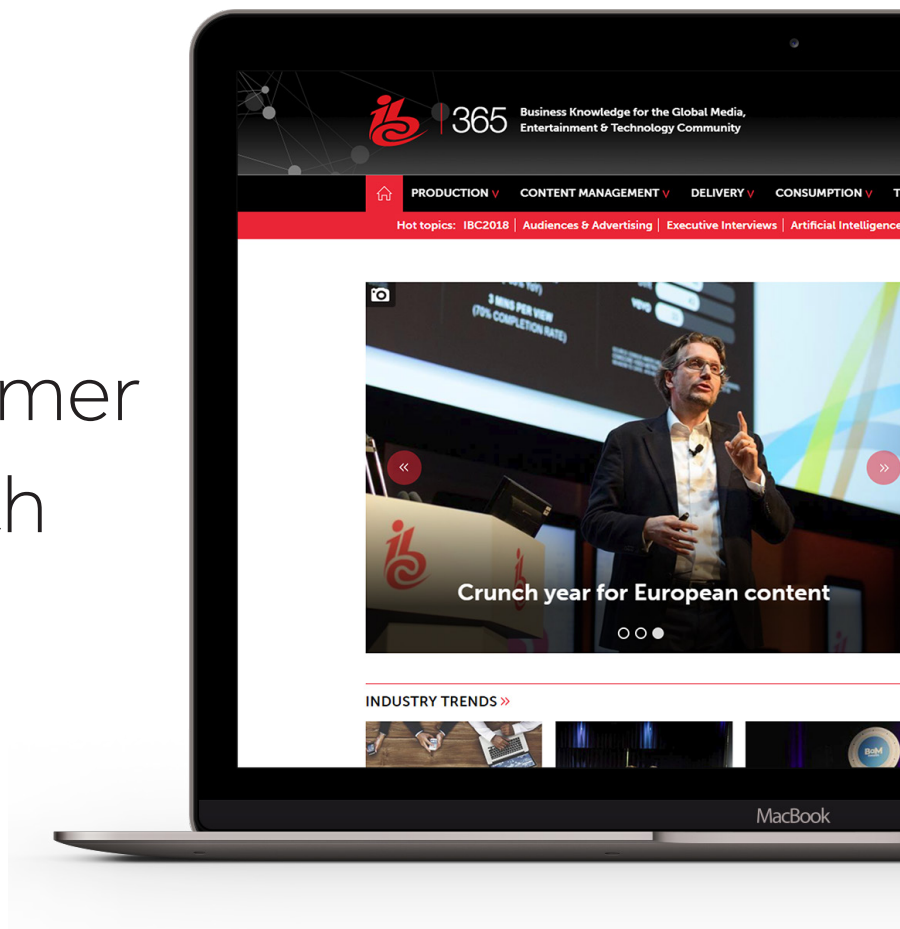


IBC365: Extending customer engagement with Webvision Cloud



IBC, the world-renowned show for all those involved in the broadcasting industry celebrated its 50th anniversary in 2017. Held at the RAI Centre in Amsterdam each September, the event in 2017 attracted 57,000 visitors from around the world, whilst some 1,700 exhibitors showed their latest developments to this global and most influential of audiences.

2017 also marked the launch of a new strategic venture, IBC365, business knowledge for the global media, entertainment and technology community, built on the Webvision Cloud Digital eXperience Platform (DXP) from Abacus. As the name suggests, this new venture for IBC provides a source of insights and opinions on industry issues, complementing the annual event and enabling IBC to drive customer engagement all year round.

- **35,000 free subscribers in the first year, against a target of 20,000**
- **One million page views after one year of operation**
- **250,000 records from seven different systems cleaned and unified to deliver a single customer view**
- **The ability to personalise a user's digital experience and extend engagement**

Keeping the IBC buzz going

“Anyone who has attended IBC will know that it is a vast, week-long, full-on, totally immersive experience. One of our key aims for the new IBC365 platform was, therefore, to provide a means of engaging with the IBC audience throughout the whole year and not just for that one week. We believed that the reputation of the IBC event combined with the desire of the broadcasting industry to keep up with trends, insights and opinion pieces, meant that we had the foundations for a vibrant and robust online community.”

James Laker, Head of Marketing at IBC



IBC already had a wealth of content and reference material including broadcast quality video interviews with industry leaders, white papers, technical data and the show's daily newspaper – although it was stored in several different places. IBC was keen to bring all this valuable content together onto a single platform.

Both James and the Marketing Communications Director had previous experience of working with Abacus and fully understood the value and expertise that could be translated into IBC's traditional event operation. However, the company's relatively new Webvision Cloud solution was very attractive to IBC and met the strategic requirements of this new venture – an all-in-one platform with very little integration dependencies, a non-technical platform for a start-up operation with limited in-house resources, a transparent cost model, and a rapid low-risk deployment project to get up and running quickly.

“Given that we were not launching the new IBC365 service to generate huge amounts of revenue but rather to support the IBC event and the industry as a whole, the lower entry cost of a Cloud-based platform was very important to us.”

Undertaking the project

The project to develop the IBC365 platform started in December 2016. The new site went live just five months later in April 2017.

One of the most challenging aspects of the project was the data, aptly described by James as **“a nightmare. We had in excess of 250,000 records, held in some seven different systems ranging from CRM to email delivery and Excel spreadsheets. Not only did we have all these pockets of data which needed to be brought together but we also discovered that a lot of the categorisation was very different between the various systems. For example, data from the registration system didn't tally with the 'same' information in the CRM system. Part of the challenge was to decide which system had 'priority' and to then make the data from all the other sources compliant with this.”**

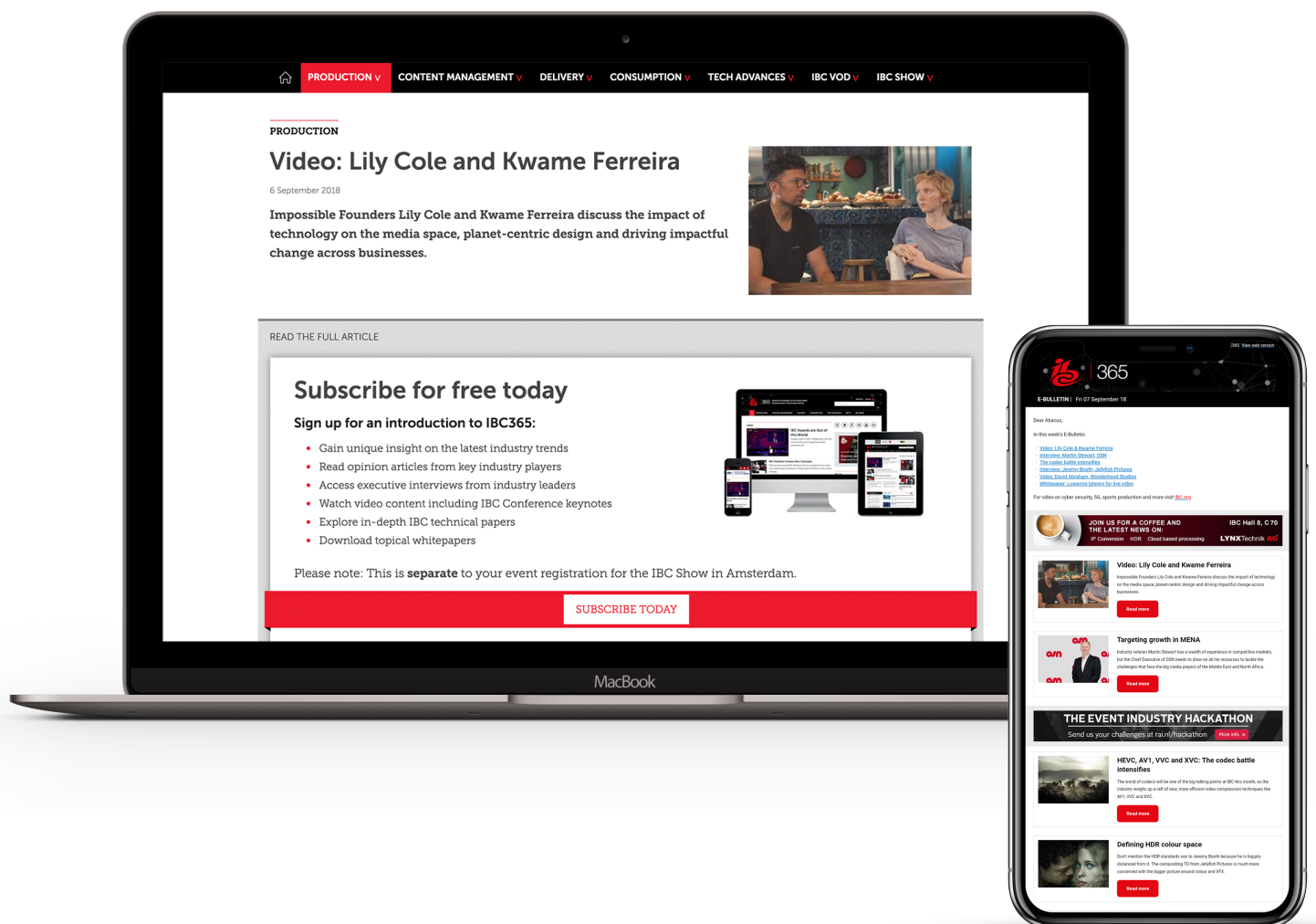
This massive data cleaning exercise was undertaken by Abacus and took a month to complete. Despite the challenges at the time, for James this exercise has probably been one of the most valuable aspects of the entire project. **“For the first time, we have a clean list of quality records, and hence a clearer understanding of our data. Our aim is to have a single customer view for all our data and we are now very close to achieving this.”**

Webvision Cloud at work for IBC365

At the present time, Webvision Cloud is integrated with IBC's Adestra email platform (which handles the weekly e-bulletins). However, there is potential in future for the company's other four or five core systems to be fully integrated with Webvision Cloud.

Webvision Cloud is used each day by five people at IBC365. Two editorial staff are responsible for uploading stories, one media coordinator looks after adjusting and optimising the site, and two others handle marketing, data and digital marketing.

Access to IBC365 is gated (a metered registration model provided by Webvision Cloud) but once visitors have completed the requisite registration details, the entire site is available free of charge.



Revenue is generated, from sales of webinars, white papers and advertising opportunities. Reaction to advertising opportunities has been good and IBC has seen increased levels of engagement. James Laker: **“Exhibitors use IBC365 as a way of engaging with our audience throughout the year, rather than just at the show. This can generate a steady flow of leads for their sales teams, in addition to the influx of enquiries which they receive at the show. Of course a further strength of the Webvision Cloud platform is that we can engage with people who are not able to come to the show itself.”**

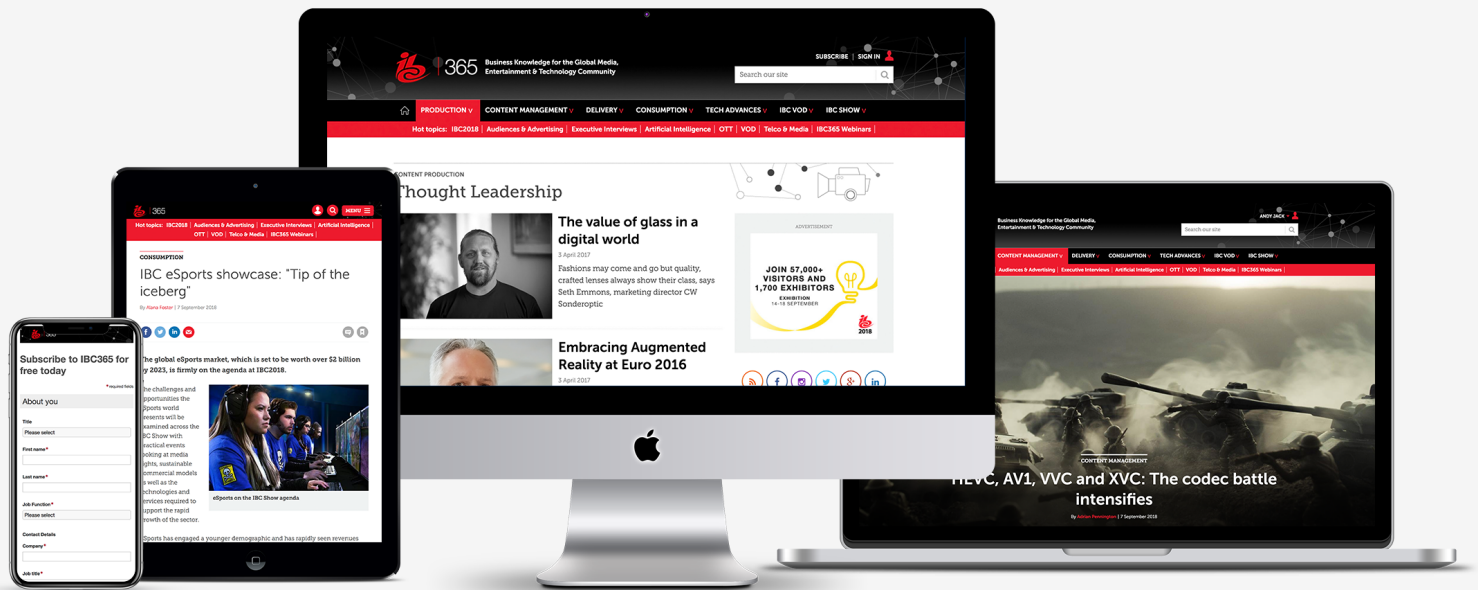
IBC365 reached one million pages views in its first year. **“We are very happy with this and with the time that people are spending on the site. It is a sticky site and is outperforming the industry norm. This can in part probably be attributed to the type of content we deliver, which users want to spend time absorbing, rather than just quick news items.”**

Delivering personalisation

One of the main benefits of the huge data cleaning operation has been to provide IBC with the foundations for using the customer data management element (ADvance) of the Webvision Cloud platform. ADvance enables IBC to see how visitors are behaving on the site, which will influence its future direction and improve visitor engagement. It will also provide the means of managing campaigns, segmenting different customer groups and delivering a truly personalised digital experience according to a user's specific interests that can be directly mapped onto commercial opportunities using GDPR-compliant first party data.

To date the full potential of ADvance has yet to be realised by IBC365. James Laker: **“The site has only been live a year and our focus has been on attracting a critical mass of users for the new IBC365 brand. Our target was to have 20,000 subscribers by April 2018. In fact, we have 35,000 – which demonstrates a hugely positive reaction to the new platform, and a clear desire for access to high quality content throughout the year.”**

IBC365 has recently worked with one of Abacus' consultants to create customised reporting on customer engagement from the new platform. The new report brings together data from a variety of sources including Google Analytics, webinars, the email system and so on, into a single dashboard. IBC365 will be able to track user engagement against agreed KPIs and tailor content to reflect user input. James Laker: **“Webvision Cloud enables us to see what our users are doing and to adapt to changing user demands. By building up user profiles, we can better satisfy their individual interests and needs. Personalisation of the digital experience will be a key activity for us in the months ahead.**



“Abacus has been very supportive throughout the course of this complex project, which was delivered in a relatively short timescale of just five months. It has been a very successful project.”

Abacus helps brands and communities to grow revenues and customer engagement with personalised content, offers and digital experiences across multiple channels and product sets.

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