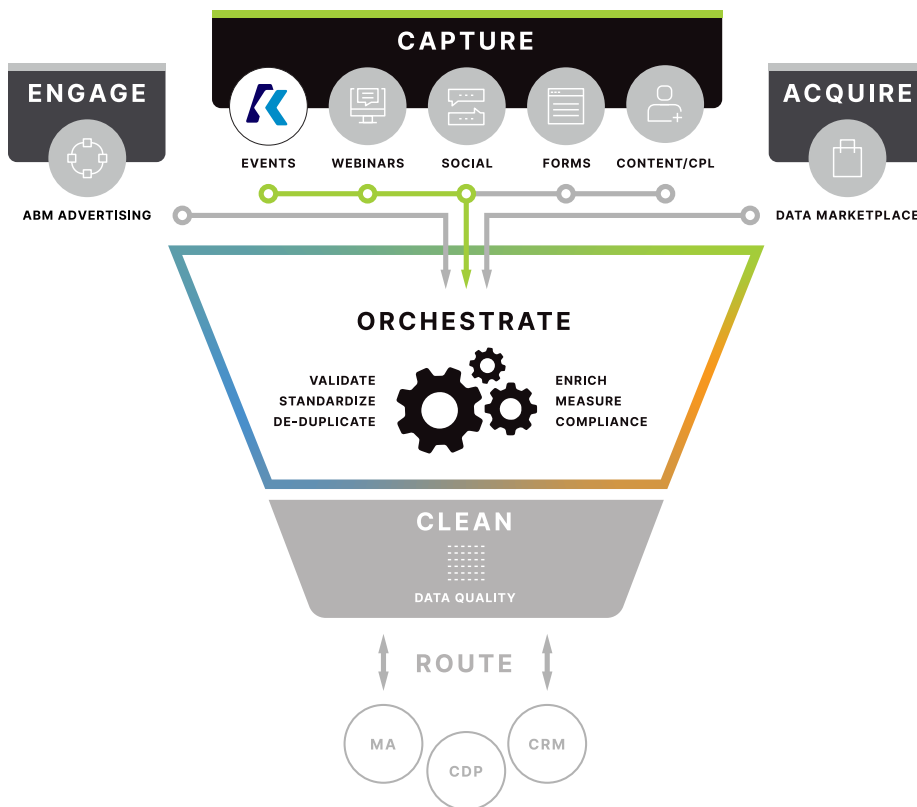




# Integrate + Akkroo *Premium Event Lead Management*

## Transform The Way You Collect And Process Event Leads

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs.



Our demand orchestration platform brings more high-quality event and meeting leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.



Existing at the intersection of events and Martech, Akkroo is the bridge between the physical and the digital that connects marketers to their lead data and empowers them to take control of the process at any event, big or small.



## It's Time For B2B Marketers To Take The Lead

Many B2B Marketers are spending a large portion of budget on events without the ROI they want to see. Event leads can be a challenge to capture and process quickly, and often contain incomplete or incorrect data. Delays are costly and reduce pipeline impact.

### BENEFITS OF INTEGRATE + AKKROO EVENT LEAD DATA SOLUTION:

The Integrate solution eliminates manual labor by automatically processing event leads, validating attendee data, routing it to your systems, and enriching the data to ensure actionable leads flow to your pipeline

Event leads are shared with so many other companies competing to deliver their messaging to prospects- be among the first to follow up and capitalize on heightened interest

Maintaining control of your data boosts event lead accuracy and velocity, and our events capture solution quickly translates event investments into pipeline opportunities and revenue growth

## The Power Of An Integrated Approach

### ACCELERATE REVENUE WITH PREMIUM EVENT LEAD MANAGEMENT

Own your data before, during, and after. Integrate's events solution enables you to take control of your data and utilize the power of the Integrate platform to efficiently process event leads before they hit your marketing automation or CRM systems.

### CLEAN, INTELLIGENT, ACTIONABLE DATA

Once these leads are in Integrate, they get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database fields



Measurement

### ANALYTICS FOR OPTIMIZATION

With the Integrate solution, you'll be able to measure event performance alongside other top-funnel demand programs, delivering a clear understanding of which

events are driving the most sales pipeline opportunities and new customers and where your budget should be allocated to maximize ROI.

**GET IN TOUCH**

Learn more about how Integrate can help you own your event lead data.