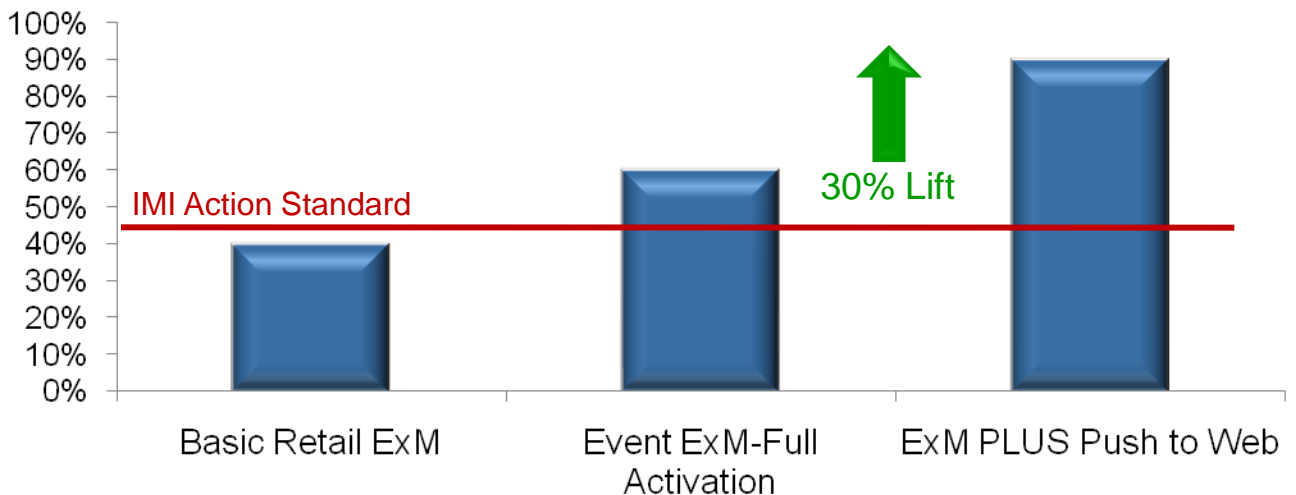


Drive +30% Purchase from Live Experience PLUS Digital

Experiential programs that include a web push can drive stronger conversion to purchase by extending the live experience and brand conversations to online:



EMF / IMI Implications:

Augment live experiential activations with plans to drive attendees online (web and social media sites) post-event. This is key for long-term brand gains, especially beyond the cluttered retail environment.

