

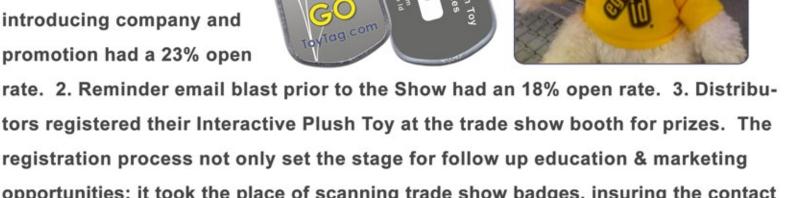
Objective

A leader in character marketing, Artistic Toy wanted to introduce a new business development program to the company's client base at a regional trade show. Utilizing its new interactive Plush Toy powered by the EgoApps data management system, Artistic Toy was able to successfully model the program's concept while

Steps

1. Pre-show email blast introducing company and promotion had a 23% open

driving traffic to their booth.



tors registered their Interactive Plush Toy at the trade show booth for prizes. The registration process not only set the stage for follow up education & marketing opportunities; it took the place of scanning trade show badges, insuring the contact information gathered was correct.

Results

The company's website enjoyed a 20% increase in hits and a 140% increase in visits one week after the show. \$12,000 in orders were placed by prospects garnered at the show within the first 30 days.

