



Case Study

How Jifflenow's 'impactful' eEvent App helped LucidLink exceed NAB 2022 goals

This is their 'powerful' Jifflenow story.

"It's not just an event tool. At the end of the day, it helps us book revenue."

-Adam Kranitz, LucidLink's VP of Marketing

NAB 2022: The Background

Each year, content professionals in media, entertainment and technology convene at the industry's premier global event—the 2022 NAB Show. In April 2022, the National Association of Broadcasters event brought together over 52,000 attendees from more than 150 countries.

There, companies like LucidLink, a world leader in cloud services, explore bold innovations, find business opportunities, and—most importantly—meet with potential customers.

“A trade show, for us, and many other companies, is the most expensive way to acquire a customer,” Adam Kranitz, LucidLink’s VP of Marketing, says. “But it’s also highly effective”.

Between flights, hotels, meals, and a booth, attending NAB cost LucidLink over \$50,000. To justify that price tag, Kranitz’s expectations amounted to more than tallying badge scans and raising brand awareness.

“The only reason you go to a trade show is to have really good meetings,” he says. “Our primary metric is, how many meetings are we having at the event? And what’s the potential sales pipeline impact?”



NAB 2022: The Challenge

An experienced marketing executive, Kranitz has seen it all on the trade show floor, a place he calls “chaotic.” Scheduling hundreds of meetings there can seem daunting, if not impossible, with a host of factors to account for, including:

- Coordinating scheduling across multiple calendars
- Making sure the right experts and stakeholders participate in the meeting
- Getting the right room booked
- Automate sending out schedule changes (i.e. time change, location change)
- Integration with CRM for ROI reporting
- Avoiding double bookings

In the past, Kranitz has seen sales teams use excel, spreadsheets and other rigid scheduling tools that he says “just are not designed” for high-volume, flexible meeting scheduling at events.

“We won’t name names, but it starts with a ‘C’ and rhymes with ‘alendly,’” he says. “It doesn’t have the robustness and flexibility that you need for what we were trying to do [at NAB].”

NAB 2022: The Approach

On the trade show floor, LucidLink had about 20 experts across product, marketing, sales, customers success, and partners. This is what their setup at NAB looked like:

A 30' X 40' booth

Demo stations

Three enclosed meeting rooms

Presentation stage

LucidLink had to put the right person in the right resource at the right time. There was also the matter of scheduling time slots for various partners to do presentations and daily demos at LucidLink's own presentation stage.

"We had all these use cases," Krantiz says. "And we needed inbound requests, and we needed our sales team to be able to manually create meetings and spaces and bookings."

"The most important thing I can provide my sales team is a really smooth and frictionless customer, prospect and partner meeting booking process for a variety of meetings with the right experts and in the right locations. And there was really nothing out there that could do all that until I got JiffleNow."



NAB 2022: The Opportunity

Ahead of NAB, Kranitz set his sights on finding a tool that would allow for the 'frictionless' booking of as many good meetings as possible.

"Because our real value in selling LucidLink isn't showing LucidLink," he says. "You've got to experience it. It's a remote collaboration, so you have to see it in action. It's something you've got to see live."

After an evaluation of products like Chili Piper and trying to find a way to make Calendly work for their needs, Kranitz's team came to the conclusion that JiffleNow's eEvent app for scheduling meetings at events is *"the most flexible and powerful tool" on the market.*

"And we're very thankful for what JiffleNow helped us achieve [at NAB]," he says.

NAB 2022: The JiffleNow eEvent Solution

Kranitz credits JiffleNow as being “hugely impactful” in helping LucidLink align their marketing team, sales team, and C-suite for NAB 2022, where they far exceeded their goals.

JiffleNow’s automated event meeting scheduling solution ended up solving numerous pain points and created a simple, easy process for LucidLink to engage with customers and prospective customers at the show.

“We’ve got to be efficient with our time,” he says. “And we’ve got to be efficient with our customers’ time. [JiffleNow] removed all the friction and pain from a chaotic environment, which is a trade show.”



JiffleNow eEvent App’s software’s easy integration with Salesforce CRM also allows Kranitz to see the impact of meetings in real time within the sales pipeline. He can see how meetings impact his team’s ability to create business opportunities.

“When we look at our pipeline for Q3, specifically of this year, and we run on a calendar year, that is largely driven by the meetings that happened at NAB,” he says. “We very clearly can see that.”

The Results at NAB 2022

It probably didn’t hurt that LucidLink was named [Product of the Year](#) at NAB 2022.

NAB 2022

160 Booked meetings

91% Schedule success rate

“We definitely exceeded our goals for NAB and JiffleNow’s eEvent App is a huge part of that. We’re very thankful for [JiffleNow] and what they’ve been able to help us achieve.”

-Adam Kranitz, LucidLink’s VP of Marketing

JiffleNow is the leader in automating the scheduling, registration, management, and reporting of B2B meetings and sessions. Its software is enterprise-class and supports unique workflows and data security requirements. JiffleNow software is proven and trusted by Fortune 1000 companies. [Learn more at jiffleNow.com](#)