

splash

ROI Study: Splash

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Event-Led Growth on the Rise

True event-led growth means more than hosting or attending a few events each year.

It means scaling events strategically in ways that affect and involve the whole go-to-market team while also increasing demand, building pipeline, and accelerating deals.

Companies that expect events to drive measurable revenue should leverage event management platforms that streamline event planning, branding, registration, attendee engagement, and analytics in order to enhance overall event experiences for organizers and attendees alike.

Modern event platforms also allow companies to maintain a consistent brand identity across digital, hybrid, and in-person events while enabling businesses to reach wider audiences, capture valuable data, and optimize event ROI .

About Splash

Splash is an intuitive event management platform that allows companies to easily produce in-person, virtual, and hybrid events at scale.

Splash has made a number of technology investments all designed to save time and improve the event experience for organizers and attendees alike, including:

- Modern UI and templates that allow marketers to create and execute on-brand events quickly, starting with the event landing page all the way through to post-event emails
- Integrations with popular MAP and CRM platforms that facilitate easy follow up and attribution
- Reporting via built-in dashboards that help evaluate email campaign performance, ticket payouts, and traffic to your event page, as well as programmatic reporting that allows you to assess overall performance and trends.

Customers Tell Us that Splash . . .

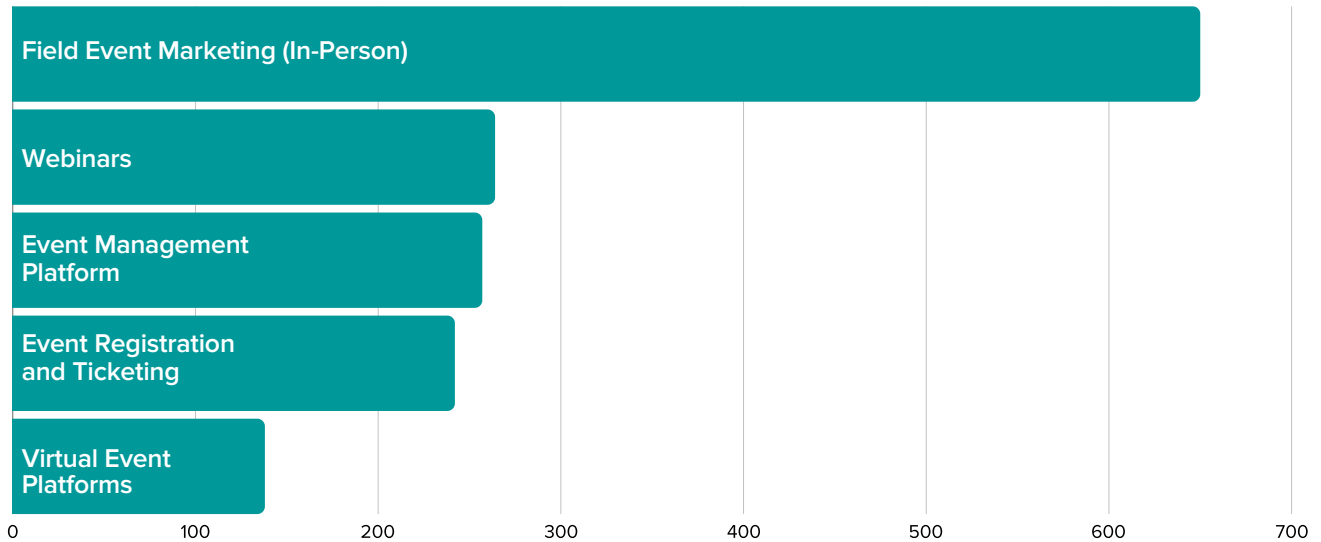
- Cuts event setup time by hundreds of hours with templates and code-free design tools
- Enables brand and design compliance across all teams in the organization
- Supports all event types: in-person, virtual, and hybrid
- Enhances the brand experience of every attendee touchpoint
- Grows attendance numbers and increases attendee satisfaction
- Enables advanced reports on pipeline attribution and opportunity generation
- Integrates with systems like Slack, Salesforce, Marketo, and HubSpot
- Is incredibly user-friendly

Customer Use Cases



We review customer and G2 data to identify the top use cases and value experienced by verified users.

The following chart reflects the broad variety of needs the Splash event management platform is currently meeting for their customers.



| Use Case | When to Prioritize this Tech |
|--|--|
| Grow your event program without additional teammates or resources | If launching one event takes weeks or days and requires multiple teammates, invest in a modern event marketing solution like Splash to automate manual tasks and replicate successful events. |
| Create a lasting brand affinity with customers who attend events | A disjointed or lackluster attendee journey can negatively impact customer trust. Events built on Splash create brand affinity by enhancing the experience of every guest-facing touchpoint. |
| Increase demand and build pipeline from your events channel | Frequent, purposeful events create demand and build pipeline. By increasing speed to launch and improving collaboration with sales, revenue teams using Splash connect with buyers faster pre- and post-event. |
| Improve data quality to measure performance and inform strategy | If measuring ROI is still elusive, integrate your CRM or MAP with your event marketing platform. Connecting your events directly to your business systems improves data quality and simplifies reporting. |

Customer Quotes

"I won't even consider working for a company if they don't have Splash"
~Nina Skoko, Global Partner Marketing at TikTok

"We get new team members up and running in Splash in under 20 minutes."
~Top Payment Provider

"Before Splash, it would take us at least 2 weeks to launch an event. Now, we're able to create beautifully customized experiences in seconds."
Alex Murcia, Director Field Marketing at Visier

"Splash allows us to turn event attendees into sales leads that close."
G2 Review

"We save hundreds of hours on event management."
G2 Review

"Splash gives us real-time analytics that help us measure success and inform future events."
G2 Review

"Splash creates a seamless experience for both organizers and guests."
G2 Review

Splash's ROI

Splash customers report business and efficiency outcomes as a direct result of using Splash to focus on Event-Led Growth:

Pipeline

50%

net-new pipeline came from events
(Gainsight)

200%

increase in influenced revenue, from \$4B to \$12.5B
(Top 6 Financial Institution)

\$200M+

in pipeline with 200 events in their first year with Splash
(Expert Voice)

Time Saved

85%

reduction in event set-up time
(Top 6 Financial Institution)

60

hours saved per event x thousands of global events
(Expedia)

1 hour

saved per rep per event using Splash's Salesforce integration
(Alation)

Scale

56

regional branches hosted events with Splash
(Sharp Electronics)

5

continents with teams hosting events
(Top Streaming Music Service)

600

on-brand events hosted per month
(Fortune 500 Company)

* Quotes and stats are from our research, customer interviews, and G2 reviews.

Case Studies

Marketing Operations leaders at three enterprise companies share their experience with Splash.

Twilio Segment: Scaling Events and Saving Time

About: Twilio Segment is a customer data platform that helps companies collect, clean, and activate customer data. They typically execute 150 events per quarter.

Challenges:

- Previous event platforms were difficult for field marketing to use
- Operations challenges without Marketo integration
- Scaling events was time consuming

Solution: Twilio Segment chose Splash for all their event management because of Splash's integrations with Salesforce and Marketo.

Results: With Splash, Twilio Segment saves up to **500 hours across 150 events** per quarter.

Time is saved due to Splash's integrations with Salesforce and Marketo and because of consistent templates that reduce the need for branding approval and oversight.

AppsFlyer: Process, Independence, and Pipeline Velocity

About: AppsFlyer is a marketing analytics measurement, attribution, and data analytics platform.

Challenges:

- Lack of event process
- Inconsistent branding across events
- Unmanageable lists that put them at risk of spamming customers
- Mismanaged data

Solution: AppsFlyer relied on Splash's custom templates, library of compliant forms, and self-service integrations with Zoom and Marketo.

Results:

- **Hosted 250+ events in six continents**
- **Reduced event SLA from 1-2 weeks to 48 hours**
- **38,800+ RSVPs (around 45% RSVP rate)**
- **5,550+ return attendees**

CrowdStrike: Faster Event Launch and Better Sales Enablement

About: CrowdStrike provides cloud-based cybersecurity products to protect and defend customers.

Challenges:

- Previous event platforms made checking in attendees and tracking difficult
- Small-medium in-person events required a faster turnaround time than was possible
- Manual processes (such as capping event attendance) slowed things down

Solution: CrowdStrike chose to work with Splash because their employees had used Splash successfully in the past.

Results:

- **Event SLA from 3-5 days to < 1 day**
- **Attendee status updates down from ~3 days to seconds**
- **Check-ins now done in less than 1 minute**
- **Faster follow-ups**

About GTM Partners' ROI Studies

GTM Partners' ROI studies are third-party validated assessments of Go-to-Market vendor solutions that are primarily focused on how to get the most out of an investment in technology. Centered around use cases (as opposed to stack ranking vendors), these guides are intended to provide readers with a data-driven analysis of what problems the solution is intended to solve and how well it delivers on those promises.

ROI Studies are developed in three stages:

- First, we will work with the vendor to learn about their capabilities. The vendor must respond to a use-case-driven market survey, provide a demo and give us insight into their roadmap.
- Next, we analyze G2 data to understand how the market at large is using the solution and what they find to be most valuable. We also review feedback on the entire segment to understand how that vendor performs against its competitors or similar solutions in the use cases specified.
- Finally, we speak with three customers to better understand their primary use cases, get an understanding of any additional investment outside of the cost of the solution and confirm any need for additional investment in companion solutions required for the use cases to be performed.

GTM Perspectives are developed at the request of the vendor, who provide us access to their customers and support our understanding of the solution we are validating.



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