

The ROI of Meeting Automation at B2B Events



Few things matter more to your business than the top line. With the cost per attendee 25% higher than it was in 2019, it's no wonder that 88% of marketers are decreasing their B2B event budgets.

While costs are on the rise, B2B events are still widely considered the best way to engage customers and generate pipeline. Why? Because that's where face-to-face meetings and sessions happen. Unfortunately, manual processes or basic scheduling tools are holding you back, causing inefficiencies, and limiting your revenue potential.

That's why it pays to leverage the B2B meeting software that automates scheduling.

Here are a few points that demonstrate the power of automated meeting scheduling software:

1

\$811: The average cost per lead at events and trade shows

Acquiring customers isn't just hard — it's expensive. In some cases, the cost of simply generating a lead at B2B events can reach as high as \$1,400.



2 Less than 1% of leads from scanning badges convert to revenue

Scanning badges may be an easy lead generator, but rarely does this influence ROI. Only by meeting with prospects can you maximize the value of your leads.



3

Meeting scheduling automation boosts productivity by 85%

With less time spent on manual scheduling tasks, staff can book more meetings, influence more revenue and generate a greater ROI.



4 39% of marketers say that automation increases efficiency by 15-35%

Automating your scheduling workflow reduces time spent correcting mistakes and manually completing tasks. More importantly, it helps you schedule more meetings at your events.



Automate B2B Meetings at Events with Jifflenow's eEvent Software

As marketers are continually being asked to do more with less, Jifflenow's eEvent solution is here to help. By streamlining the scheduling process, you can book up to 40% more meetings and decrease scheduling effort by 85% at your events.

Better yet, eEvent lets you look back at your event and see how every meeting impacted ROI. With detailed reporting on which event produced the most meetings that resulted in pipeline, the meeting room utilization, the leaders for most meetings scheduled, and more, you can optimize your budget and eliminate unnecessary expenditures moving forward.

More meetings, more revenue, more bang for your buck. Request a demo today.

Sources

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