

ON24 Customer Case Study

Nielsen Business Media

Situation: How to Extend Audience Reach

Nielsen Business Media is conducting virtual shows for many of the markets it serves. Hosting a virtual show with Photo District News (PDN) was a natural next step, according to Nielsen Business Media Vice President of Business Development Eric Biener. Because of photographers' technical sophistication and passion for new product information and skill enhancement, a virtual show was deemed an ideal environment.

Solution: A Virtual Show Customized for Photographers

Nielsen Business Media has partnered with ON24 for more than six years, so ON24 was the obvious choice for PDN's first virtual show. "We're pioneers, and ON24 is right there with us," Biener said. Together the companies developed a unique format, consisting of two events held two weeks apart, so that PDN could customize show content for different targets. While the first show was designed for professional photographers, the second show was marketed to "prosumers," serious consumers interested in new techniques and equipment. The shows featured an e-commerce component; a partnership with a leading photography retailer made it possible for attendees to actually buy equipment while visiting virtual booths.

Results: A Superlative End User Experience

Due to the unparalleled success of the program to date and exhibitor demand, the PDN program is being expanded. The following metrics illustrate average per-event audience interest and engagement:

- Over 15,000 registrants per event
- Average number of booths visited per attendee: 5
- Number of 1-to-1 chats: 1,200
- Number of webcasts launched: close to 7,000
- Number of location chats launched: 5,500+
- Number of documents opened: 22,000

How Nielsen Business Media Measures Virtual Show Effectiveness

Objective: Provide exhibitors with a high-impact turnkey solution for reaching prospects and customers.

Strategy: Create a virtual "photographers' playground," providing a satisfying, exciting user experience with a series of free online trade shows.

Results: Record-breaking registration and engagement and exhibitor demand for an expanded program.

Case Study Background

INDUSTRY

- Publishing

ON24 APPLICATIONS

- ON24 Webcast Center
- ON24 Virtual Show

SUMMARY

Nielsen Business Media's Photo District News hosted a virtual show that, with 15,000+ registrants and 6,800+ webcasts launched, dramatically exceeded organizer and exhibitor ROI projections.