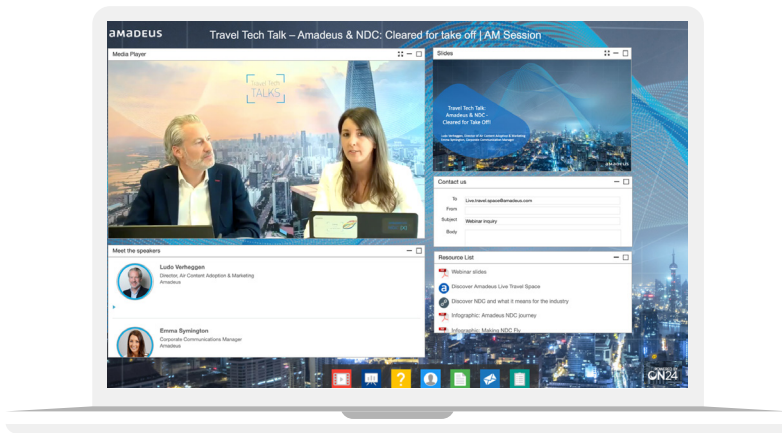


AMADEUS IMPLEMENTS ON24 WEBINARS TO INCREASE LEAD GENERATION



300K+ EUR

Pipeline generated from first webinar



15%

Of people in the database registering for the webinars



62%

Attendance rate compared to 56% industry benchmark



20%

Of registrants gained through 'day-of' promotions

ABOUT AMADEUS

Name: Amadeus

Headquarters: Madrid, Spain

Founded: 1987

Employees: 17,000+

Funding: M&A

Industry: IT Services - Travel Tech

Amadeus is a transaction processor for the global travel and tourism industry, providing technology solutions to both travel providers and travel agencies (both online and offline). The company acts both as a worldwide network connecting travel providers and travel agencies through a highly effective processing platform for the distribution of travel products and services, and as a provider of a comprehensive portfolio of IT solutions which automate certain mission-critical business processes, such as reservations, inventory management and operations for travel providers.

INTRODUCTION

Like any machine, the travel and tourism industry has at least a dozen parts in motion at any given time. From airlines and travel agencies working with customers, to the behind-the-scenes handlers and rail operators. Each piece, while separate, is interconnected.

Amadeus works with each group, providing technology solutions to help every piece of the puzzle work together to provide the end consumer with the best travel experience possible. To make this common goal a reality, each group demands a different type of product, a different type of educational experience and different insights. Amadeus' objective is to show these disparate parts of the travel and tourism industry machine how to use its technology to make each group work as efficiently as possible.

To do this, Amadeus must be able to communicate to both large organizations and small teams. It accomplishes this feat through webinar content.

PROBLEM

Historically, Amadeus' webinars were the responsibility of its individual business units. When a unit needed to host an event, it worked with a third-party concierge agency to produce and execute the content. But outsourcing cost the company a lot of money. The third-party agency also used various technologies to accommodate requests, creating inconsistent branding experiences, legal liability and lack of visibility into customer preferences. This arrangement also provided no comprehensive insights for either the sales or marketing teams.

As Amadeus grew, it needed to move beyond its one-off tactical approach to webinars and take a more strategic company-wide approach to create customer awareness and generation of leads. This strategic approach needed to include:

- A robust and scalable enterprise-grade webinar platform compatible with a large, growing organization
- A 360-degree view of customer analytics
- The ability to integrate data marketing analytics and CRM technologies
- Consistent and user-friendly branding tools

SOLUTION

Amadeus turned to the ON24® Platform for help. Armed with ON24, Amadeus can now easily create dynamic webinars, both live and on demand, that produce major company-wide results. With a dynamic webinar platform in place, Amadeus now enjoys:

- **Integrated Metrics.** With ON24, Amadeus has access to instant audience analytics that can be easily shared with the sales and marketing teams—regardless of whether an event is viewed live, on demand or simulive.



The launch of our webinar program powered by ON24 has been a major milestone in our global demand generation activities. We now look at webinars strategically and we are investing heavily in integrating ON24 with the rest of the marketing tech stack to ensure scalability and predictability.”

ILINA PETKOVA
SENIOR MARKETING SPECIALIST
AMADEUS

- **Customized Branding and Console Design.** Amadeus now has control over its customer experience and can now tailor its webinar programs to match both its corporate brand and the subject of discussion.
- **Infinite Scale.** Amadeus targeted nearly 20,000 customers at the start of its webinar program—a number that will continue to grow. With ON24, it can now rest easy knowing its webinars have unlimited capacity for attendees.
- **Live Enhanced Q&A and Demos.** Amadeus can now engage attendees with simple Q&A capabilities, answer questions as they're raised and quickly tailor demos to specifically address an account or an individual.



We are reporting an extraordinary low cost per attendee compared to many other channels and the marketing generated pipeline directly attributed to webinars has been very encouraging. Our first webinar generated over 300k EUR in pipeline.”

ILINA PETKOVA
SENIOR MARKETING SPECIALIST
AMADEUS

RESULTS

Amadeus is only at the beginning of its journey with ON24 but has already seen immense results by making tiny tweaks to its webinar program. Amadeus' first webinar series, "Travel Tech Talk," saw 15% of people from its database register for its webinars. The attendance rate for this series is also exceedingly high at 62%, surpassing the industry benchmark by half a dozen points.

Moving forward, Amadeus and ON24 will continue to drive adoption and evolve its webinar program by utilizing a number of other ON24 capabilities, including integration with marketing and CRM platforms, social media sign-in and more in-depth 360-degree view analytics.