

# Tradeshow Customer Conversion Case Study

## Details

### Description of Client

A world leader in the sale of vitamin and protein supplements.

### Name of Program

Conversion of Tradeshow Attendees to New Customers

### The Challenge

This internationally renowned brand had a strong presence at the world's largest fitness expos; however, its strategy for converting tradeshow attendees into in-store customers had stagnated. While collecting data on over 260,000 participants annually, the company lacked a structured approach to increasing sales from this marketing investment.

Tradeshow conversions to in-store sales were critical and needed to be measurable. AMI was tasked with developing a program to turn these leads into customers.

### Scope of Program

AMI collaborated with the client's senior marketing team, including the social media director and director of in-store sales, to brainstorm effective marketing triggers for their target audience.

With over 100 fitness expos in 65 markets, AMI developed a strategy that was both systematic and flexible, allowing regional managers to customize the approach at the local level.

### Key program enhancements included:

- Redesigning the data capture process at expos to provide real-time information to regional marketing managers.
- Implementing a system that automatically generated promotional email coupons for attendees, redeemable in local stores within 10 days of the event.
- Requiring potential customers to answer three short survey questions and provide updated contact information, improving data accuracy.
- Expanding campaign reach through social media sharing, enabling attendees to share coupons with their networks and attract similar customers who did not attend the expos.

### Results & Impact

The program was a resounding success on multiple levels:

- **Improved Data Accuracy** – Reduced marketing costs by 22% by eliminating outdated records.
- **Strong Coupon Engagement** – 34% of respondents downloaded the in-store coupon, and 17% redeemed it for a purchase.
- **Quantifiable ROI** – Enabled the marketing team to track and measure tradeshow effectiveness with clear conversion metrics.
- **Long-Term Success** – Initially launched in 2012, the program remains active due to its continued impact on sales.
- Because of AMI's outstanding three-year performance on this initiative and other successful projects, the client awarded AMI a multi-year master service agreement for continued collaboration.

### At-a-Glance Summary:

- **Challenge:**
  - Convert 260,000 annual tradeshow attendees into in-store customers.
  - Improve data tracking and ROI measurement for marketing investments.
- **Benefits:**
  - 22% reduction in marketing costs by eliminating outdated data.
  - 17% coupon redemption rate, driving measurable in-store sales.