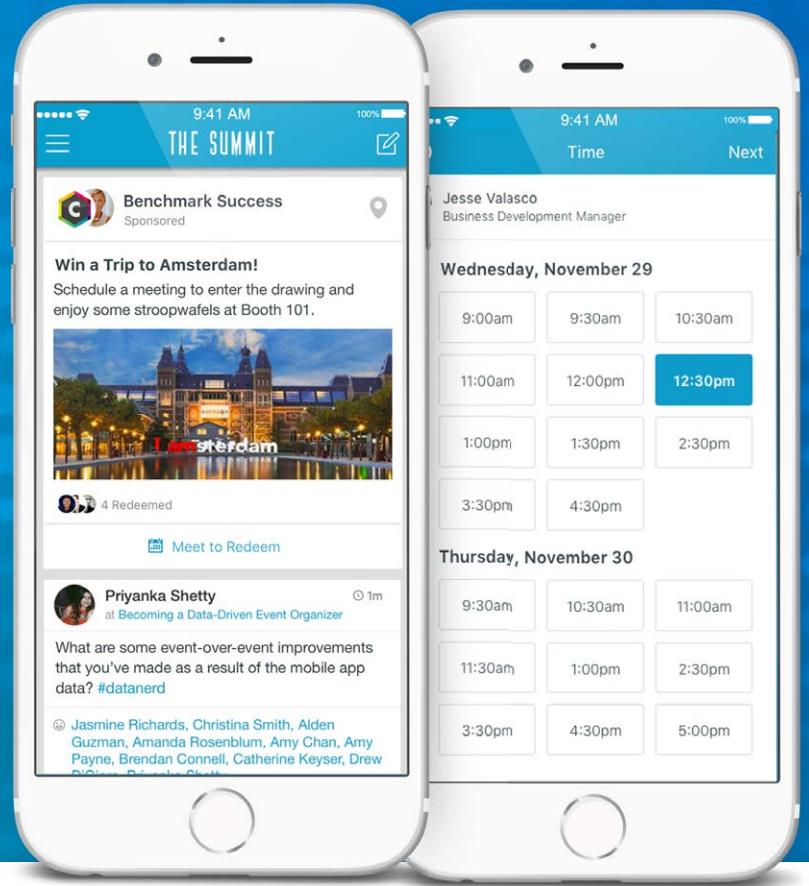


DRIVE QUALITY BOOTH TRAFFIC AND MEETINGS

Go beyond driving booth traffic, and bring the power of digital marketing to your booth. Generate high-quality meetings and leads with targeted promotional offers and simplified meeting scheduling, all within the official mobile event app.



Get In Front of Buyers at the Right Time

Ensure the right buyers are paying attention to you. Create an enticing advertisement or share your collateral in the most visible part of the official event app, the Activity Feed.



Generate More 1:1 Meetings

Make it easy for potential leads to take action. Interested attendees can schedule a meeting with available booth staff instantly, right from the targeted promotion in the Activity Feed.



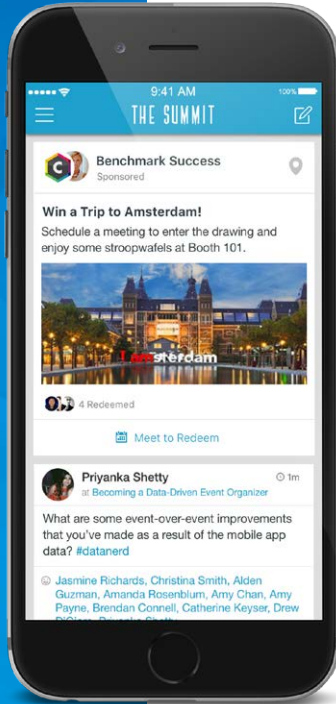
Choose the Right People to Meet

Why leave meetings up to chance? Select the attendees from companies you want to target with your campaign, so you can drive higher quality meetings and increase event success.



Leverage Insights on ROI

As soon as your campaign is posted, view real-time data on the number of impressions, views, and leads your offer generated. You now have a full view into measuring and optimizing performance.



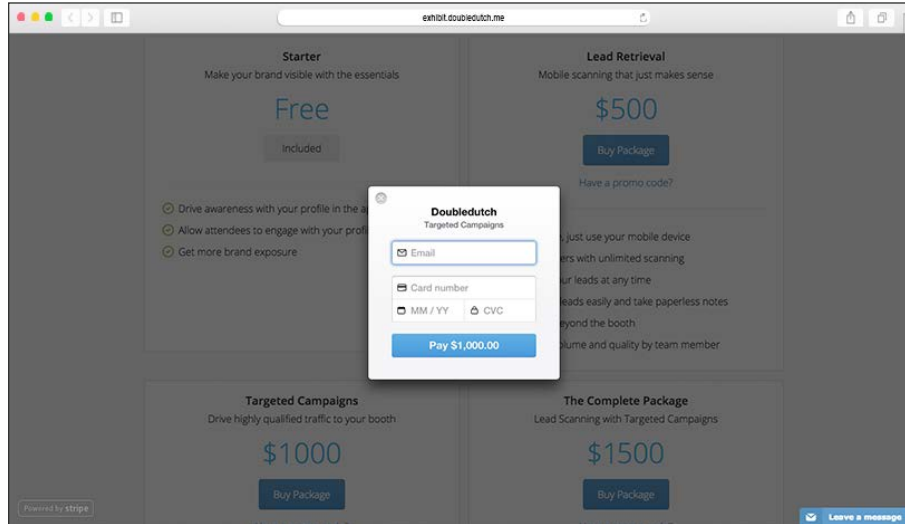
doubledutch

Get Started With Targeted Campaigns

Grab the attention of attendees, generate quality leads and drive more face-to-face meetings at your booth with Targeted Campaigns. Advertise directly to specific attendees from the companies of your choosing in the mobile app for the event that is used by attendees.

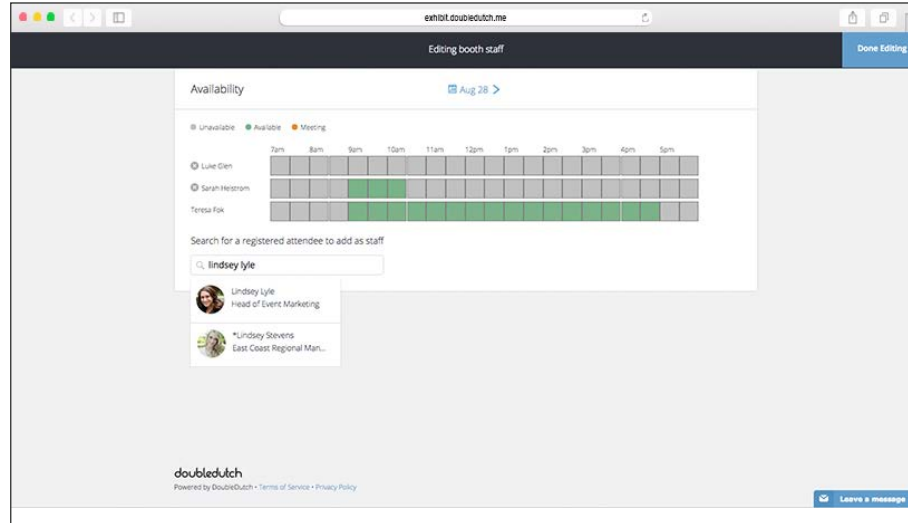
Ready to get started?

LOG IN TO YOUR EXHIBITOR PORTAL



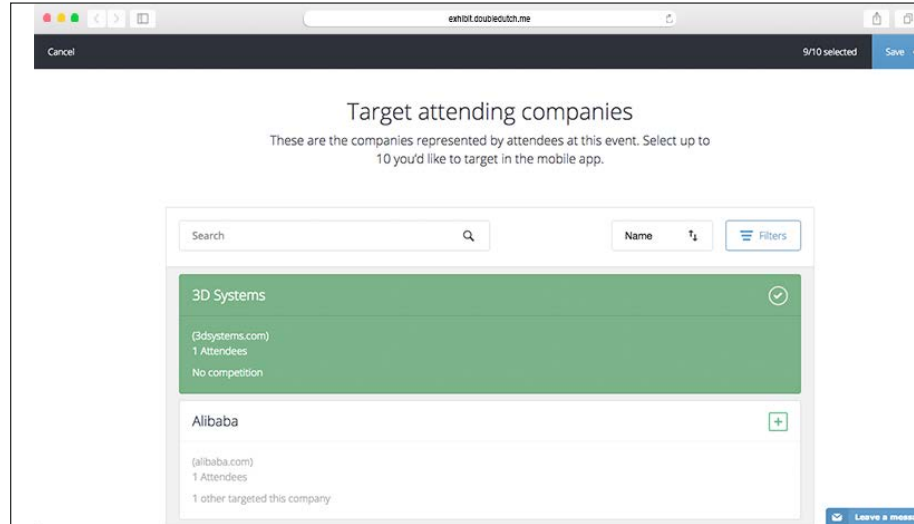
- 1) Go to www.exhibit.doubledutch.me
- 2) Enter your login and password. If you don't have a login, contact exhibit@doubledutch.me for credentials.
- 3) To purchase Targeted Campaigns, click **Upgrades** in the top menu, then click **Buy Package** under **Targeted Campaigns**.
- 4) Submit your payment information, and you're ready to create your first campaign!

ADD BOOTH STAFF AVAILABILITY



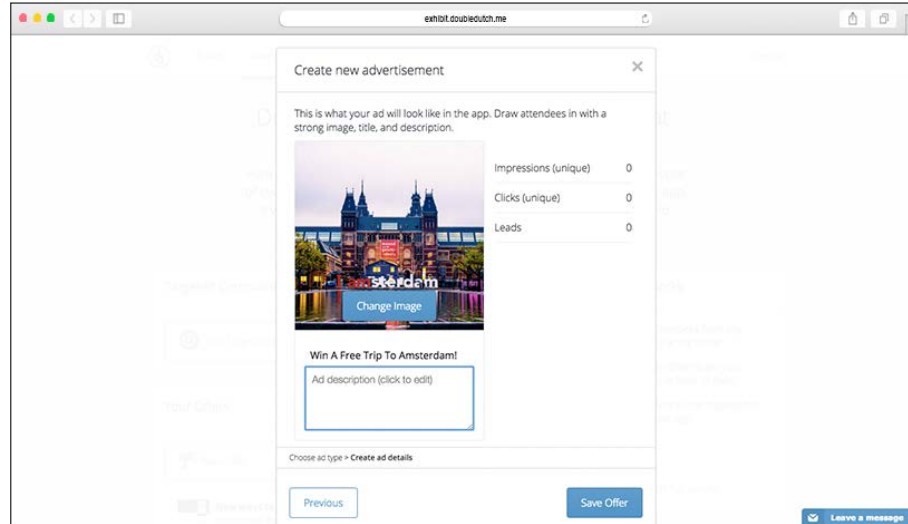
- 1) Click on the **Meetings** tab in the top navigation menu of the **Exhibitor Portal**
- 2) Click **Edit Staff**
- 3) Add your Booth Staff by searching the names of registered attendees
- 4) Edit each Booth Staff member's availability by selecting timeslots. A timeslot highlighted in Green indicates when the Booth Staff member is available to accept meetings. Then click **Done Editing** to save your changes.

CHOOSE COMPANIES TO TARGET



- 1) To begin, click on **Advertise** at the top navigation menu.
- 2) Click **Edit Targets** under **Targeted Companies** to view the entire list of companies or organizations represented at the event. Use **Search** and **Filters** to find specific companies.
- 3) Select the companies you want target by clicking on each name.
- 4) Click **Save** on the top right hand corner to save your selected companies.

CREATE YOUR TARGETED CAMPAIGN



- 1) Click **New Offer** under **Your Offers**.
- 2) Choose from two ad types:
Meeting Request or **Collateral**.
 - **Meeting Request:** Choose this ad type to generate meetings through enticing contests, giveaways, and more. Include an image (PNG, JPEG), headline, and description to make sure your offer stands out.
- 3) Once you've selected the ad type, add an image, headline, and description.
- 4) Click **Save** and your offer will be instantly live in the app!

SEE HOW YOUR OFFER IS PERFORMING

exhibit.doubledutch.me

Create new advertisement

This is what your ad will look like in the app. Draw attendees in with a strong image, title, and description.

Impressions (unique)	373
Clicks (unique)	36
Leads	20

Change Image

Win a trip to Amsterdam!

Visit Amsterdam Marketing (Booth 101) to enter the drawing and enjoy some [stroomwafels](#). See you soon!

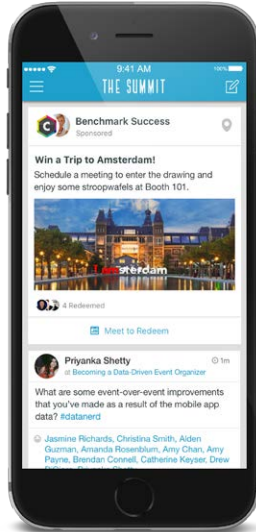
Choose ad type > Select/Add collateral > Create ad details

Leave a message

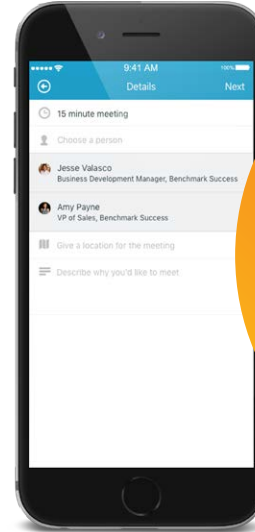
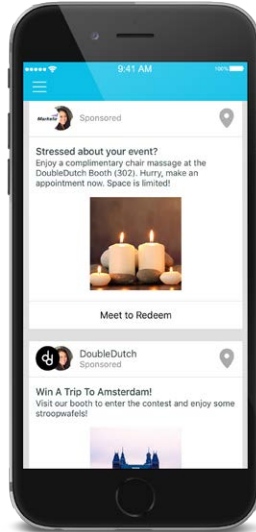
Track the performance of your Targeted Campaigns in real-time.

- **Impressions:** This is the number of unique attendees who have viewed your offer.
- **Clicks:** Indicates the number of unique attendees who have clicked on your offer.
- **Leads:** (Optional) If your event offers DoubleDutch Lead Retrieval and you purchased it, this shows you the number of attendees who saw your offer and were scanned as a lead.

THE ATTENDEE EXPERIENCE



Your Targeted Campaign can show in the main section of the app and in a custom section of the official mobile event app.

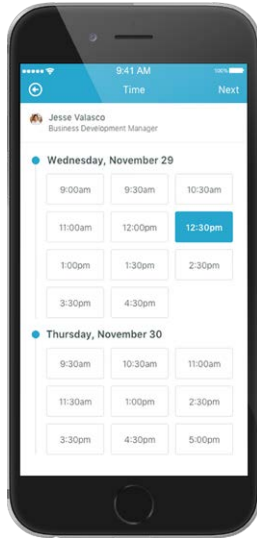


If you selected **Meeting Request**, when attendees tap **Redeem to Meet**, they'll be directed to schedule a meeting with one of your booth staff. Attendees can enter details, such as meeting name, length of meeting, description, and a location.

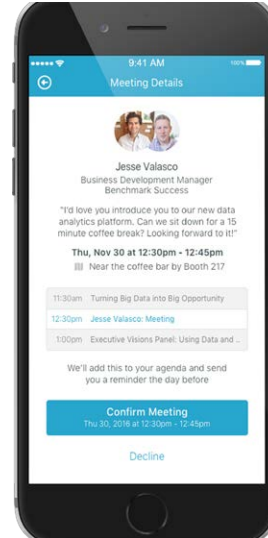
Congratulations
on setting up your first
Targeted Campaign!

Now see how attendees
will experience your
promotion in the official
mobile event app.

THE ATTENDEE EXPERIENCE

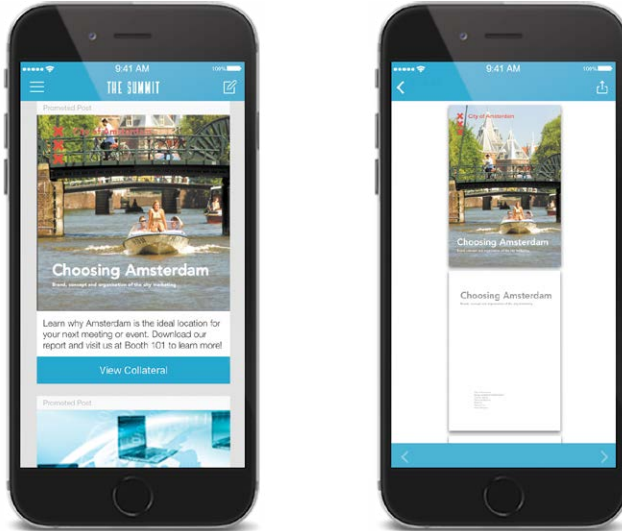


Attendees can view and choose mutually available meeting timeslots, based on each party's in-app agenda.



A confirmation is shown with all the meeting request details.

THE ATTENDEE EXPERIENCE



If you selected **Collateral**, attendees can choose to view it in-app or email it to themselves.

Questions
about Targeted Campaigns?

Visit our
[Support Page](#)

or email
[exhibitorsupport@
doubledutch.me](mailto:exhibitorsupport@doubledutch.me)