BULLHORN CASE STUDY

EMPOWERING EVENT MARKETERS: HOW VALIDAR HELPED BULLHORN DELIVER EXCEPTIONAL ROI AT ENGAGE LONDON 2024

Event Overview:

Bullhorn provides industry-leading cloud-based software to power the recruitment lifecycle from start to finish. Staffing companies ranging from startups to the world's largest enterprises rely on Bullhorn to find and place talent, manage pay, and deliver an incredible experience for the candidates and clients they work with day in and day out.

Bullhorn Engage is the perfect event for staffing professionals to learn key industry trends, technology innovations, best practices, Bullhorn vision and product road map.

This event is intended to educate and generate demand for Bullhorn products and services.

Bullhorn's Requirements:

Bullhorn understands very well the value of face-to-face events and Engage London is the company's most important demand gen event in the UK market. The Bullhorn marketing team works incredibly hard creating content for their customers, prospects and partners. To them, it is vitally important to capture the entire journey of each attendee at Engage so that communications during and after the event is an extension of their entire experience. It is also important that post event follow-up by Sales is prompt and thorough. Finally, Bullhorn Marketing wants to be able understand and articulate the pipeline revenue impact of their event marketing efforts.

Bullhorn chose Swoogo and Validar as their event technology providers, with Swoogo providing the online registration solution. Validar provided Onsite Registration, On-Demand badge printing, attendee behavior tracking (sessions and lead retrieval), and closed loop data integration into Salesforce, their CRM System. All Validar solutions were natively integrated with the Swoogo platform and we used a Validar managed application called vConnect to push attendee behavior into Salesforce.

Seamless Integration with Swoogo & Salesforce: The Validar Advantage

Bullhorn recognized the tight integration between Swoogo and Validar. They also recognized the value of vConnect, a closed looped managed application Validar created to drive attendee behavior into Salesforce. The solutions deployed were:

1)Swoogo Registration Platform
2)Validar® vCheckin Onsite Registration integrated with Swoogo Registration
3)Validar Session Attendance Tracking
4)vConnect, Managed Application for Salesforce

With this technology stack, Bullhorn was able to deliver a best-in-class attendee experience, track each attendee's entire journey, and push this behavior into Salesforce Campaigns.

Pre event, Bullhorn created a campaign for the overall Engage event, and a child campaign for each breakout session.

Salesforce campaigns are containers that organize and store data about marketing efforts, such as emails, webinars, and events. They can be used to:

Track performance: Collect data on opportunity influence and revenue progress.

Analyze trends: Use data to evaluate marketing and customer relationship activities

Track ROI: Use campaigns to track return on investment (ROI) Campaigns store essential performance metrics that salespeople can quickly see. Marketing can use Campaigns to track pipeline revenue impact their event content had on buying behavior.

> *"We were able to turn-around the data for sales in under 48 hours which is the fastest we've ever be able to."*
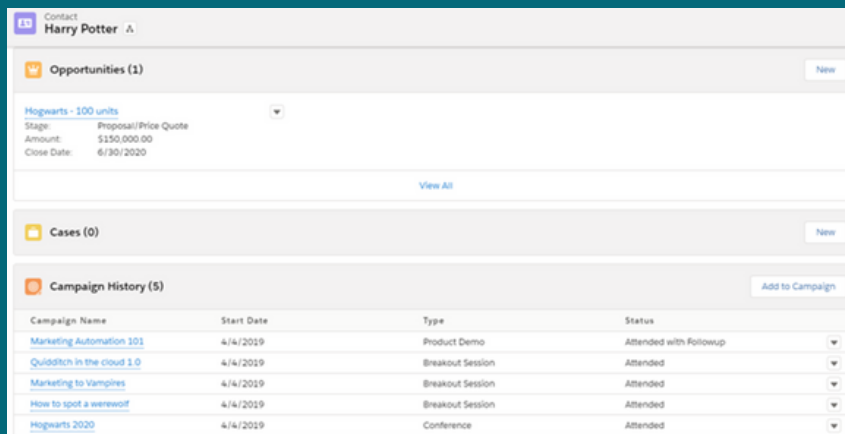>
> **-Danny Smith**
> Bullhorn

Elevating Sales Follow-Up with Personalized Insights

The Bullhorn team did a remarkable job leveraging Swoogo, Validar, and vConnect to deliver a great attendee experience and capturing the impact of their event content within Salesforce. Most event producers capture data for the event team only to gauge their event performance. The Sales team is typically provided with just a subset of this data such as, "Did they attend the event?".

The Bullhorn marketing team's approach to data at Engage led with the Sales team in mind. They had two goals. Make sure Sales has data immediately, and make sure they know the entire journey of each customer, prospect or partner. When pulling up a record in Salesforce each Salesperson knew not only if their contact attended, but also what content they consumed. This allows for a much more personalized conversation and accelerates the buying cycle.

Sales Follow-Up Performance?

Bullhorn was able present overall and session attendance to sales in less than 48 hours in Salesforce, which was their fastest performance ever!

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Revenue Impact?

Event Producers often do not get the credit they deserve from a return on investment perspective. The reason being is event data is typically offline, siloed and hard to manage.

With vConnect, each attendee's journey was captured in Salesforce campaigns. This allows for Bullhorn to effectively track pipeline revenue contribution that their event content generated. There is no better means of influencing buying behavior than live events, and no better way to understand and articulate performance as an event producer for Demand Gen events!


Just the Tip of the Iceberg:

At Engage London, Bullhorn deployed a subset of the full value vConnect can provide. They are eager to step up their game in 2025 by implementing the following additional features.

1) Segment their Salesforce Campaign Members
Validar's vConnect Managed application can populate Salesforce campaigns with two-member status designations, "Attended", and "Attended with follow up". Validar can track content consumption for Bullhorn, "Sessions Attended" and allow the audience to opt-in if they want to meet

with Sales through our EventHub® Dynamic Session Evaluation toolset. If an attendee answers yes to a simple Boolean logic question, Validar will adjust the member status value of that campaign member notifying Sales the attendee wants to meet. There is no better lead you can drive to your sales team!
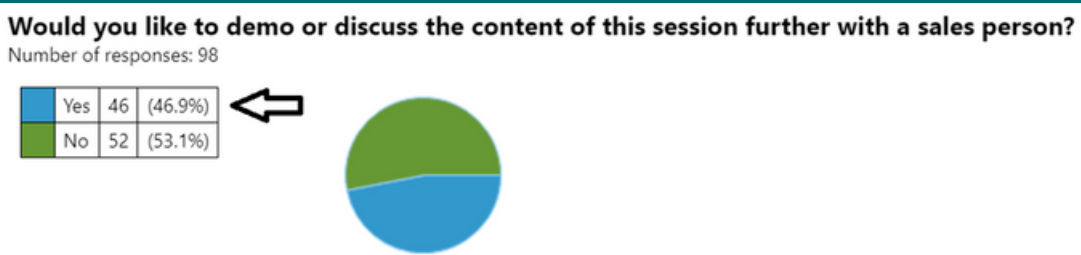
2) Drive Data into Salesforce in real-time
Validar's vConnect application pushes data into Salesforce in timed increments live during the event. For Engage London, Bullhorn chose to import post event, which is a controllable feature. By populating Salesforce Campaigns in real-time, Bullhorn can then send live notifications to their sales team during the event and drive one on one meetings generated by event content.

A Partnership Rooted in Excellence
Getting results like this requires not only a great platform, but a great team that knows how to leverage technology. Bullhorn sets high expectations as a customer, and they expect their technologies partners to match their level of performance and excellence. We're very proud to have been of service.

Let us know if you are interested in a deeper dive into these solutions.

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