



# How Hashout Tech Helped a Leading Dentistry Business Generate 1,000+ Leads From A Single Virtual Event

## CASE STUDY

*“The entire project was a great experience for our team because of Hashout’s technical expertise, easy process, and responsive team.”*

**Ava\*,**  
Senior Director Marketing Communications

*“The Hashout team are on the leading edge of UX and are always innovating and creating new ways for users to have the best experience possible. Hashout allows us to put our best foot forward for our customers and event attendees.”*

**Elizabeth\*,**  
Senior Marketing Communications Manager

*“With Hashout Tech you get a trusted partner who has your back. They worked so hard to bring our exhibition to life and I can’t say enough good things about them.”*

**Meryl\*,**  
Senior Tradeshow Manager

*“You never feel like you’re alone with Hashout. They treat your project like it’s more to them than a job and they really value your relationship.”*

**Claire\*,**  
Senior Marketing Communications Manager

Our client has kindly allowed us to share their story on the condition of anonymity, which we're happy to give them.

\*Client names have been changed.

# 67%

More attendees than a typical in-person event

# 2,000

End-to-end footprints captured from visitors

## What We Provided

- Development of immersive, 3D virtual tradeshow booth and education platform
- On-brand landing page that drove registrations
- Comprehensive analytics of complete visitor footprints
- Lead segmentation that drove uplift in conversions and revenue

## The Client



### Industry/Category

Dentistry solutions



### Location

US

Our client is the gold standard in implant and esthetic dentistry. The company develops and manufactures implant, regenerative and esthetic dentistry products, and provides education and scientific insights to dental professionals.

## Challenges

### Looking to reignite sales and lead generation after COVID brings in-person tradeshows to a halt

Tradeshows had become an important piece of the marketing jigsaw puzzle for our client, providing an avenue for increasing brand awareness, generating leads, and driving direct sales.

In a year like no other, all that changed. The COVID pandemic paused face-to-face events indefinitely, and the business quickly saw a domino effect of slowing sales and reduced marketing reach.

To overcome this challenge—and elevate their marketing game all at the same time—the client started looking into new digital opportunities and the rising trend for ‘virtual’ tradeshows. Their vision was to build an immersive 3D environment in which they could showcase their entire product and service landscape.

This was a smart and innovative move. After all, virtual events are a booming business. The global events market was valued at \$77.98billion in 2019 and is expected to grow 23.2% annually from 2020 to 2027<sup>1</sup>.

To turn their vision into reality—and build an experience that would deliver on customer satisfaction and really pop—the client needed a technology partner with proven capabilities in creating 3D digital events and the strategic smarts to deliver on all the business’s crucial marketing KPIs.

*“When the Covid pandemic struck, it hit the tradeshow market hard. For us, a wrench was thrown into our entire program.”*

- Meryl

*“This was such a special project because we knew what we wanted—a trade show-type experience in a virtual platform, but we weren’t sure how to make it happen. We talked to the Hashout team and they knew immediately how they would execute on the project because they had created an experience that had similar functionality to what we were looking to do.”*

- Ava

## The Solution

### End-to-end development of digital tradeshow booths that recreate the experience of live events

The client partnered with us to kickstart their first ever virtual tradeshow. The company has an excellent track record in accelerating digital transformation at enterprise level, along with specialist experience engineering 3D events.



Leveraging the right combination of design, technology, and processes, Hashout created an immersive 3D conference that gave the client both the virtual experience and detailed analytics they needed to re-energize their sales and reach. This included:

- 1 Top-to-bottom booth build**  
Deployed a combination of tools to transform basic 3D renders of real-life booths into fully immersive 3D online digital events that have all the attributes of an in-person venue.
- 2 Landing page**  
Created an effective landing page, custom-built for the client's brand and event, that drove more visitors to register.
- 3 Intuitive navigation**  
Leveraged their development expertise to create simple navigation controls. This enabled visitors to move around products and displays with ease, select video collateral, get in touch with a Sales rep, and book and attend education sessions.
- 4 Virtual shopping bag**  
Created a digital shopping bag to mimic the experience of collecting information and brochures at a live event, and add value to the customer experience.
- 5 Educational platform**  
Integrated virtual education sessions right into the event experience, which brought even more value to customers visiting the tradeshow booth.
- 6 Visitor analysis**  
As experts in Adobe Analytics and CDP, Hashout captured comprehensive visitor footprints across both content and experience. Utilizing this data, they presented the client with intelligent insights into the leads that were most qualified and ripe for conversion.
- 7 Ongoing sales enablement**  
To maximize the client's ROI, Hashout built flexibility into the platform, so it can be easily updated with new products and content to be reused for future events. It was also designed as a standalone tool that can be used for remote selling. This means it will continue to act as an effective sales enablement tool long into the future.



*“With Hashout, we have a partner who has our back. They’re super-attentive and put in countless hours helping us create the immersive experience we wanted for our customers. They were always willing to say yes and go the extra mile to accommodate our requirements.”*

- Meryl

*“We weren’t sure what to expect, except that we knew we trusted the work of Hashout, so when they showed us an engaging experience in development, we were thrilled.”*

- Ava

*“The seamless experience they created brought together several systems – including an internal registration and education tool, ZOOM, Adobe Experience Manager, Power BI—and created a flawless experience for the user. The combination of several of these tools allowed for analytics and content to be paramount and add to the overall user experience of the event while giving us the data we need to measure success.”*

- Elizabeth



## The Results

### 67% more attendees, 1,000+ leads, and insights into visitors' behavior that increase conversions

By collaborating with Hashout Tech, the client created a compelling customer experience and propelled a key aspect of their marketing program into a new digital era.

The virtual tradeshow booths attracted 2,000 attendees at a single event, compared to around 1,200 at a typical live/in-person event. This jump in attendance of 67% added impressive depth to their marketing reach.

The client generated more than 1,000 leads from those attendees. And because Hashout provides micro, laser-focused engagement data that just isn't possible at in-person events, they were able to accurately segment those leads.

This enabled them to send out more convincing marketing messages, in the form of relevant offers and product discounts, to leads after the event.

The client's partnership with Hashout was a resounding success, and the business plans to run its successful digital events in tandem with traditional in-person formats as a foundation for further marketing success and growth in the future.

*"Hashout team members are super-accommodating and agile and you don't have to worry about deadlines, because they have such a strong record of reaching the finishing gate. Because of Hashout, we hosted the best virtual event possible."*

- Meryl

*"The event drew a good crowd and attention, and we ended up evolving it for use again this year. It was even more engaging and realistic, and it became a seamless experience with some of our other platforms that we opted to roll in the second time around."*

- Ava

<sup>1</sup> Study: <https://www.grandviewresearch.com/industry-analysis/virtual-events-market>



Want to maximize attendance  
levels and generate vast  
numbers of leads?

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next virtual event

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