

WEBINAR CASE STUDY



WEB-BASED SOFTWARE
COMPANY CHOOSES
WEBATTRACT TO HELP THEM
REACH NEW MARKETS AND
RAISE AWARENESS ABOUT THEIR
NEW SUITE OF SOLUTIONS

TYPES OF WEBINARS PRODUCED:

- ✓ CASE STUDY
- ✓ TUTORIAL
- ✓ STANDARDS & COMPLIANCE

WEBINAR HOSTING PLATFORM:

GoToWebinar™

SERIES RESULTS:

- ✓ 3 WEBINARS PRODUCED
- ✓ 1,582 REGISTRANTS
- ✓ 908 TOTAL ATTENDED

"AS A RAPIDLY GROWING SOFTWARE COMPANY, WE REALIZED THAT WE DIDN'T HAVE THE STAFF OR TIME TO CREATE A WEBINAR SERIES, LET ALONE ATTRACT ENOUGH PARTICIPANTS.

WE PRESENTED ONE WEBINAR OURSELVES, BUT THE RETURN ON EFFORT WAS INADEQUATE. AT THAT POINT WE APPROACHED WEBATTRACT BECAUSE THEY HAVE THE CHOPS THAT COULD GUARANTEE AT LEAST 250 REGISTRANTS. THEY COULD ALSO GENERATE A SALES PIPELINE, AS WELL AS INCREASE AWARENESS OF AND DEMAND FOR ENVISTA'S PRODUCTS.

WE LOVE THE ABILITY TO PICK THROUGH AND PRIORITIZE LEADS. IN ADDITION, THE RECORDED WEBINARS ARE AVAILABLE FOR VIEWING ON OUR WEBSITE. SIX MONTHS AFTER THE FIRST WEBINAR, WE STILL HAD ON-DEMAND VIEWINGS. IT'S A MARKETING INVESTMENT THAT YIELDS LASTING RETURNS."

**- BRAD STEER,
GENERAL MANAGER, ENVISTA**



COMPANY BACKGROUND

Envista Corporation is the world's leading provider of enterprise map-based coordination solutions for the public right-of-way (ROW). Envista's solutions provide visibility and real-time insight into street activities of all kinds, enabling proactive management of utility projects, public works, permitting, incidents, traffic, and events to optimize street performance, reduce costs, and minimize environmental impact.

Envista delivers its solutions via the web, enabling multiple entities in a city, county or region to collaborate in the map-based environment to avoid potential conflicts for dramatic savings in time and money. Envista is now an Accela company.

DEMAND GENERATION CHALLENGES

Envista and WebAttract partnered together to create a series of three webinars to reach out to municipalities in new markets to show them how Envista's new suite of solutions helps improve collaboration and reduce costs. This case study will focus on two of those webinars.

Envista's primary objectives were to:

1. Help build a strong pipeline of business leads
2. Establish brand awareness of the product across municipalities, utilities, higher education and government
2. Make Envista an integral part of how multiple entities in a given geography coordinate with each other
3. Highlight the fact that Envista pays for itself within the first year

THE WEBATTRACT SOLUTION

WebAttract worked with Envista to develop *"Smarter Streets: Case Studies for Cities & Utilities,"* a webinar that focused on how the City of Baltimore and Washington Gas reduced their costs and improved right-of-way coordination.

The webinar featured two speakers, one from the City of Baltimore and the other from Washington Gas, both of whom had used Envista to successfully coordinate projects and other activities to achieve substantial savings.

Brad Steer, SVP of Sales & Marketing, reported "the first webinar was an astounding success. WebAttract exceeded our expectations because of the

huge turnout of registrants and attendees generated by their careful audience recruitment and effective preparation of our speakers.”

Envista decided to expand the webinar series to focus on other aspects of the platform and a slightly different audience. This time, *“The City of Baltimore—A Case Study Highlighting Traffic Management in an Incident Command System,”* featured the city’s Director of Intelligence and Technology who discussed how public safety or traffic departments, utilities or universities could rapidly respond to unplanned incidents and even get government funding to pay for it.

The third party speaker validated the ease of using Envista’s solutions and its cost-saving benefits. And despite the fact that many registrants had to respond to record-setting snowfall incidents and couldn’t attend the webinar, the participant numbers still exceeded Envista’s goals.

RESULTS

Webinar #1: *“Smarter Streets”*

- **Registration:** 724 people across 44 states and 43 countries, which exceeded the original goal of 250
- **Attendance:** Attendance of 406 was achieved
- **Attendance Ratio:** 56%
- **Audience Expectations:** Greater than 93% of attendees responded that the Webinar met or exceeded their expectations
- **Lead Generation:** 29 cumulative leads and 84 on-demand viewings, for a total of 113 active leads, a 25% conversion ratio

Webinar #2: *“The City of Baltimore”*

- **Registration:** 544 people across 37 states and 30 countries, which exceeded the original goal of 250
- **Attendance:** Attendance of 316 was achieved
- **Attendance Ratio:** 58%
- **Audience Expectations:** Greater than 81% of attendees responded that the Webinar met or exceeded their expectations
- **Lead Generation:** 50 cumulative leads and 40 on-demand viewings, for a total of 90 active leads, a 30% conversion ratio

LESSONS LEARNED

The approach was so successful that Brad Steer said, “We love the ability to pick through and prioritize leads. In addition, the recorded webinars are available for viewing on our website. Six months after the webinar, we still had on-demand viewings. It’s a marketing investment that yields lasting returns.”



WebAttract helps B2B marketers produce webinars that attract, educate & convert audiences into customers. Their **Full-Service “Done-for-you” Webinars** handle every operational phase before, during, and after the webinar. For those that prefer to do it themselves, their **Certified Master Webinar Producer Training Course** teaches you all the steps you need across the entire webinar lifecycle to plan, deliver, and optimize your next webinar.

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