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A Method for the Construction of Customer Behavioral Modeling Knowledge for B2B Event Marketing Strategy

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Abstract

Collaborating offline event marketing and online marketing is considered a relatively novel marketing activity for many of the enterprise software companies. In contrast to conventional communication strategies, event marketing features the active and physical participation of limited customers in marketing communication process and online marketing features to expand event awareness to wide range of customers. For both of customers, the companies often have the marketing event to improve software and service awareness in enterprise B2B Software industry. Improving the number of the event attendees is equal to improving the software and service awareness. Therefore, it is required target number of event registration through the website and actual attendance of both new logo customer and existing customers who recently owns or has experiences to use software before. It requires to show the right session to the right customers at the marketing event and website because each user has each different motivation, business scheme, business model, and own role and responsibility. In this study, we could figure out several differences of customer behavior at the marketing event and effectiveness of business impact after the event between 2 segmented customers, such as invited customers and non-invited customers.

1. INTRODUCTION

Collaborating offline event marketing and online marketing is considered a relatively novel marketing activity for many of the enterprise software companies, such as Adobe Systems, Microsoft, Oracle, IBM, etc. In contrast to

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conventional communication strategies, event marketing features the active and physical participation of limited customers in marketing communication process and online marketing features to expand event awareness to wide range of customers. For both of customers, the enterprise software companies often have the marketing event to improve software and service awareness in B2B industry. Improving the number of the event attendees is equal to improving the software and service awareness. Therefore, it is required target number of event registration through the website and actual attendance of both new logo customers who has not used any software/services and existing customers who recently owns or has experiences to use software before.

The sales representatives invite enterprise named customers at the onsite meeting, but for small or mid-sized customers it does not work with the same approach. The strategy of assigning sales representatives which works for only the enterprise customers, and is not realistically for small and medium-sized customers because lack of human resource and investment. There are many opportunities for the enterprise B2B software companies to generate new recurring revenue from the small and medium-sized customers, and it must be considered for further business expansion. For its purpose, most of the enterprise B2B software companies need to develop the effective web site for improving event awareness and securing number of customer registration, then the website leads the customers to register right sessions for customer needs and sales-side strategy with user targeting system. In figure 1, it shows overview of B2B software event. To develop the effective event to achieve its purpose, it should deliver the right contents/sessions to the right customers because they have different motivation which depends on their business scheme, business model, and own role and responsibilities.

In this study, it segmented two types of customers, "Invited Customers" and "Non-invited Customers" which were divided by ACV (Annual Contract Value) and sales strategy (Annual budgets of IT/Marketing: $10M+, Industry presence: Brand awareness, Number of employee: 500+, etc). After the event registration, the customers needed to choose the sessions which they were interested in, and attended each session to understand details of solution, such as new solution capability and possibility to resolve the issue/challenges by new services. Finally, attendees submitted their feedback survey of the sessions, downloaded solution/service catalog, and/or request for proposal to the sales.
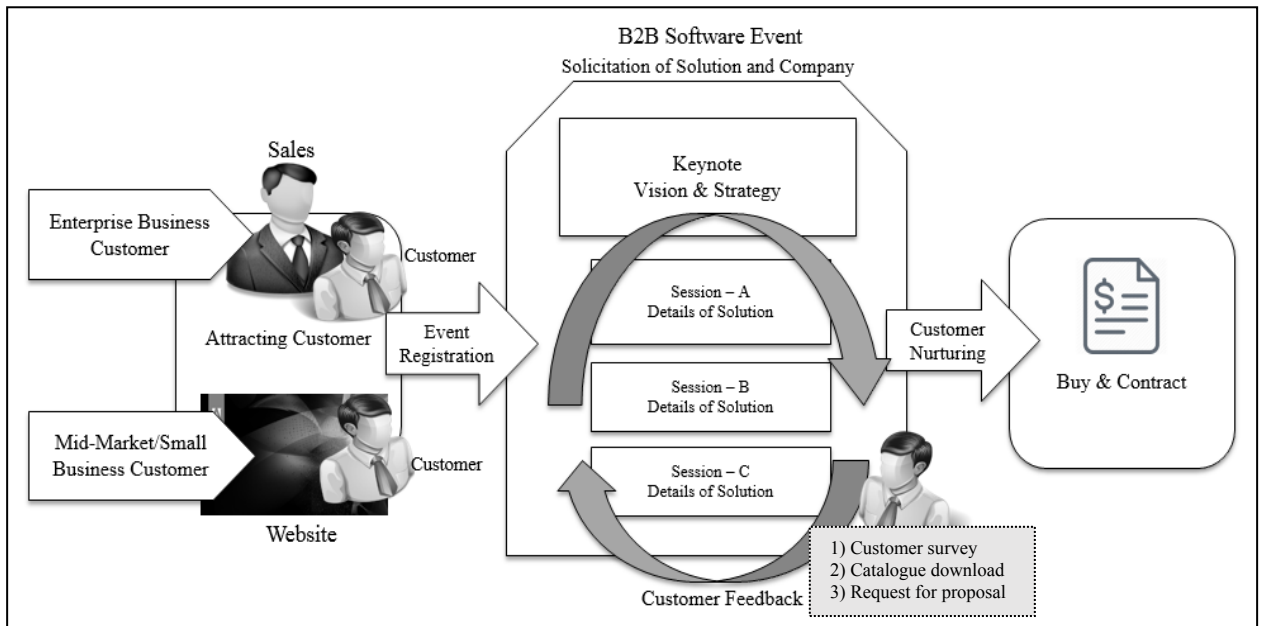

Fig. 1. Overview of B2B software event process

2. ABOUT CUSTOMER BEHAIVIOR MODELING

2.1. Purpose

It required to show the right sessions to the right customers on the B2B event website because each customer had different motivation per their business scheme, business model, business requirement, and role and responsibilities of attendees. The website led the targeted customers (Invited Customers) to register the sessions which were considered by sales strategy of software company because the invited customers were high potential users to have strong interest in new solution and services. It was possible to figure out several information through the connecting between invitation code which the software company issued and customer database which had enterprise CRM data, company name, address, phone number, industry, number of employee, revenue, business model, business scheme, amount/history of software and service investment, etc. When the visitors visit the website, user targeting system showed the personalized sessions using the data from the customer database in milliseconds.

We could expect significant differences of customer behavior and business impact through running the user targeting at the sessions registration page which led the Invited Customers to register the sessions which were controlled by sales strategy, e.g.) making Analytics customers be Analytics loyal customers (retain), making Analytics customers be Strategy customers (cross sell), making Analytics customers be Optimization customers (cross sell), making Analytics customers be Experience Manager customers (cross sell), making Analytics customers be Campaign customers (cross sell), and making new logo be any each solution (Analytics, Optimization, Experience Manager, Campaign) and/or service (Strategy) customers. It could predict effectiveness of marketing event from significant differences of customer behavior in this study.

2.2. Previous Research

There were several studies about B2B web analytics and targeting. Virtsonis [1] conducted a study about B2B web site from branding perspectives. Furthermore, Wilson [2] used clickstream data to analyze B2B web site performance and concluded that web analytics can be applied in a B2B domain. In addition, Sekiguchi et al [3] studied for B2B web analytics for such a critical web conversion metric as web form registration and factors of web user registration for own website. Sekiguchi et al [4] studied for user segmentation knowledge of B2B manufacture website. There were general studies about web analysis, web optimization and personalization [5] - [16].

Also, there were several studies about event marketing in B2B industry. Gunnar et al [17] conducted a study about attitudinal effects of event marketing and Event-Sponsorship. Ad et al [18] examined how enterprises may decide to bring about effective network collaboration even though present mediation forms have proven inadequate through the event marketing. Dennis et al [19] studied integrating exhibit marketing into integrated marketing communications which provided information and action approaches to marketing communicators that may increase the success of their promotional efforts which were the benefits of adopting event-marketing techniques and offers practical suggestions for maximizing their value in the promotion process. Jan et al [20] showed in the paper based on research findings about attitude toward the advertisement, a model for the explanation of the effects of flow experience during marketing events is developed and tested with partial least squares structural equation modeling which suggested that the advantage of event marketing can be used successfully to influence the brand image. Angeline et al [21] studied construct and test competing models to examine the relationship among event attendees, sponsorship, community involvement, and the title sponsor's brand with respect to purchase intentions. Phil et al [22] demonstrated in the paper that there exists a wide and rich array of organizational events that have marketing utility, marketing events is therefore an inclusive term. Cunningham et al [23] defined in the study which focuses on four areas that are in need of further research: categorization of event sponsorships; an understanding of the impact of event marketing on consumers, employees and the trade; the need for measures of event marketing effectiveness; and a better understanding of the multi-stakeholder interaction in the sponsorship process.

However, there were no studies and researches about customer behavior modeling of event marketing which was deployed user targeting system for making the customer register the sessions which were led by sales strategy in B2B industry.

3. APPROACH OF CUSTOMER BEHAVIOR MODELING

3.1. Theme of Customer Behavior Modeling

The marketing event had 5 slots, from 1pm to 6pm, 45 minutes each, 15 minutes for preparation between previous session and next session. It is necessary for the enterprise B2B Software Company to make the customers have a strong motivation for upsell, cross-sell and new purchase at the sessions. For its purpose, it executed two type of communication at the session registration page on the event website, 1) recommended sessions which were personalized for "Invited Customers", and 2) no recommendation for "Non-Invited Customers". Also, the target of each communication has two type of customers, new logo and existing customers. It means that "Invited Customers" has new logo and existing customers, and "Non-Invited Customers" has also new logo and existing customers which were divided by enterprise sales strategy.

It could be figured out the effectiveness of personalization which was measured by two measurements, Results of actual session attendance and customer survey feedback by session types (Analytics, Optimization, Experience, Campaign, Strategy).

3.2. Execution for Customer Behavior Modeling

We executed two types of communications, 1) recommended sessions which were personalized for "Invited Customers" including new logo and existing customers, and 2) no recommendation for "Non-Invited Customers" also including new logo and existing customers at the session registration page of the event website. It set the user targeting with using a system and method for selectively acquiring and targeting based on 5 digits of invitation code which shows in Figure 2. Websites were made aware of the invitation code, determined by matching attributes of current website visitors for whom invited customers were known and personalization attributes. The websites choose whether to show the contents for each visitor from one of said invitation code in the immediate demand. In figure 2, this scheme also provides for personalization of online contents based on invitation code and some data provided by customer database which has company name, address, phone number, industry, number of employee, revenue, business model, business scheme, etc.
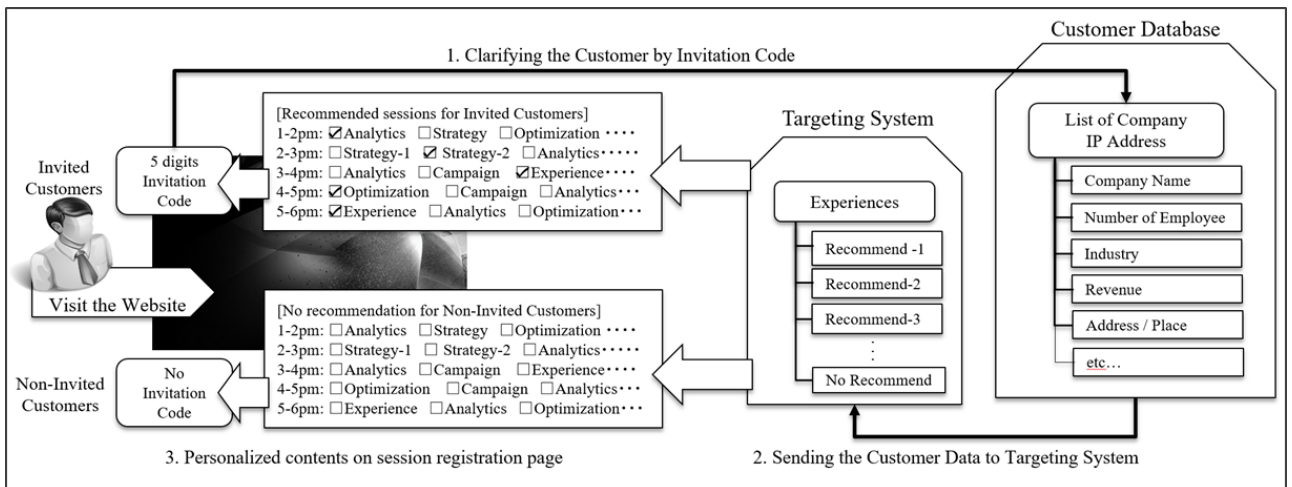

Fig. 2. Scheme of personalization for "Invited Customers" and "Non-Invited Customers".

In this personalization system, same experiences were always displayed if visitors did not delete the cookies of the web browser.

4. RESULTS OF CUSTOMER BEHAVIOR MODELING

4.1. Results of actual session attendance

It is the Results of user targeting at the actual session attendance of event marketing in Table 1. It shows actual attendance and transition rate from 1st slot (1pm-2pm) to 2nd slot (2-3pm) of "Non-Invited Customers" in Table 1 and "Invited Customers" in Table 2. For example, if some of "Non-Invited Customers" attended Experience-1 session on 1st slot, then attended Analytics-2 session on 2nd slot, which were indicated as 20.7% in Table 1. In Table 3, it shows significant differences of attendance and transition rate between "Invited Customers" and "Non-Invited Customers". For appendix, less than 1% differences between registration at the website and actual attendance at the marketing event.

Table 1. Results of actual session attendance: Transition rate from 1st slot to 2nd slot of "Non-Invited Customers"

1-2pm / 2-3pm	Analytics-2	Analytics-3	Experience-4	Optimization-2	Strategy-4	Optimization-3	Optimization-4
Experience-1	20.7%	38.5%	18.3%	17.1%	16.2%	7.5%	16.7%
Experience-2	22.4%	15.4%	40.0%	15.2%	30.1%	33.0%	25.0%
Optimization-1	8.6%	7.7%	8.3%	7.6%	5.1%	17.0%	20.8%
Analytics-1	6.9%	0.0%	0.0%	0.0%	1.5%	2.8%	0.0%
Strategy-1	3.4%	0.0%	5.0%	11.4%	6.6%	4.7%	16.7%
Strategy-2	12.1%	23.1%	18.3%	22.9%	19.1%	16.0%	12.5%
Strategy-3	25.9%	15.4%	10.0%	25.7%	21.3%	18.9%	8.3%

Table 2. Results of actual session attendance: Transition rate from 1st slot to 2nd slot of "Invited Customers"

1-2pm / 2-3pm	Analytics-2	Analytics-3	Experience-4	Optimization-2	Strategy-4	Optimization-3	Optimization-4
Experience-1	9.1%	26.7%	12.2%	27.3%	9.9%	8.6%	15.4%
Experience-2	27.3%	26.7%	31.1%	9.1%	18.3%	27.6%	23.1%
Optimization-1	13.6%	0.0%	12.2%	11.7%	7.0%	24.1%	30.8%
Analytics-1	9.1%	13.3%	5.4%	3.9%	2.8%	1.7%	15.4%
Strategy-1	9.1%	20.0%	8.1%	7.8%	5.6%	5.2%	0.0%
Strategy-2	13.6%	6.7%	17.6%	18.2%	31.0%	20.7%	15.4%
Strategy-3	18.2%	6.7%	13.5%	22.1%	25.4%	12.1%	0.0%

Table 3. Differences of customer behaviors between Invited Customers and Non-Invited Customers (Transition rate from 1st to 2nd slot)

1-2pm / 2-3pm	Analytics-2	Analytics-3	Experience-4	Optimization-2	Strategy-4	Optimization-3	Optimization-4
Experience-1	-11.6%	-11.8%	-6.2%	10.1%	-6.3%	1.1%	-1.3%
Experience-2	4.9%	11.3%	-8.9%	-6.1%	-11.8%	-5.4%	-1.9%
Optimization-1	5.0%	-7.7%	3.8%	4.1%	1.9%	7.2%	9.9%
Analytics-1	2.2%	13.3%	5.4%	3.9%	1.3%	-1.1%	15.4%
Strategy-1	5.6%	20.0%	3.1%	-3.6%	-1.0%	0.5%	-16.7%
Strategy-2	1.6%	-16.4%	-0.8%	-4.7%	11.9%	4.7%	2.9%
Strategy-3	-7.7%	-8.7%	3.5%	-3.6%	4.0%	-6.8%	-8.3%

These were the differences of attendance and transition rate between "Invited Customers" and "Non-Invited Customers" after 2nd (2-3pm) slot in Table 4, 5, 6. It could found significant differences between of two segmented customers at 2-3pm/3-4pm slot in Table 4, 3-4pm/4-5pm slot in Table 5 and 4-5pm/5-6pm slot in Table 6. It showed that Invited Customers were led to the sessions which were set by sales strategies and registration scenarios of the session at the at the marketing event, and watched and listened the information of new solution and/or new services at each session operated by B2B enterprise software company. However, it needs to be analyzed the

synchronization rate between each registration scenarios and each actual attendance. That will be tested and analyzed in future studies.

Table 4. Differences of customer behaviors between Invited Customers and Non-Invited Customers (Transition rate from 2nd to 3rd slot)

2-3pm/3-4pm	Optimization-5	Experience-5	Strategy-5	Experience-6	Strategy-5	Strategy-6	Analytics-4
Analytics-2	-8.6%	8.7%	-5.6%	10.0%	-3.4%	-1.2%	1.4%
Analytics-3	0.8%	-4.0%	1.7%	0.0%	0.6%	-2.2%	8.9%
Experience-4	-3.5%	-3.2%	1.6%	0.0%	-4.6%	2.0%	12.1%
Optimization-2	9.0%	-10.8%	-1.0%	30.0%	-0.5%	0.1%	-2.0%
Strategy-4	-1.6%	-3.5%	6.9%	6.7%	15.9%	4.2%	-16.9%
Optimization-3	2.4%	16.7%	0.2%	-23.3%	-4.8%	-7.1%	-4.0%
Optimization-4	1.5%	-3.8%	-3.9%	-23.3%	-3.1%	4.1%	0.5%

Table 5. Differences of customer behaviors between Invited Customers and Non-Invited Customers (Transition rate from 3rd to 4th slot)

3-4pm/4-5pm	Campaign-1	Campaign-2	Experience-7	Experience-8	Analytics-5	Experience-9
Optimization-5	1.8%	7.7%	-3.6%	0.3%	6.2%	6.6%
Experience-5	1.8%	6.0%	-0.6%	-3.2%	6.0%	16.0%
Strategy-5	7.3%	-13.3%	-10.8%	-5.3%	-1.1%	-8.3%
Experience-6	3.4%	4.0%	1.7%	5.9%	0.0%	2.4%
Strategy-5	-16.1%	-9.4%	-2.1%	-7.1%	-7.6%	-22.6%
Strategy-6	3.9%	3.5%	2.4%	-2.7%	-6.5%	8.0%
Analytics-4	-2.1%	1.6%	13.0%	12.1%	3.1%	-2.1%

Table 6. Differences of customer behaviors between Invited Customers and Non-Invited Customers (Transition rate from 4th to 5th slot)

4-5pm/5-6pm	Campaign-3	Strategy-7	Analytics-6	Analytics-7	Analytics-8	Experience-10
Campaign-1	-11.2%	5.2%	-7.1%	-10.4%	6.8%	-10.8%
Campaign-2	1.6%	13.6%	-2.2%	10.1%	-4.2%	-4.1%
Experience-7	5.4%	-12.0%	13.5%	10.6%	2.5%	3.9%
Experience-8	-5.0%	-13.2%	-6.5%	6.9%	1.3%	5.0%
Analytics-5	5.7%	3.0%	5.2%	-9.4%	-7.6%	4.0%
Experience-9	3.4%	3.4%	-2.8%	-7.9%	1.2%	2.0%

4.2. Results of Customer Feedback Survey by Session Types

All customers could voluntary submit a feedback survey for each session on the website after closing each session. The company prepared the feedback survey form and sent it after the session to the attendances. Measurement of feedback survey was that 5 = Very Satisfied, 4 = Satisfied, 3 = Expected, 2 = Poor, 1=Very Poor (Assumption: When the customers would like to put .5, it was possible to put it in each score). These were the Results of the survey which were collected from "Invited Customers" in Table 7 and "Non-Invited Customers" in Table 8. There were several differences in the average score of customer feedback survey which showed that score of Existing Customers are all higher score than New Logo Customers because it seemed that Existing Customers had well understanding better than New Logo Customers. From comparing "Invited Customers" and "Non-Invited Customers" it could be found from the survey Results that Invited Customers of Analytics had all better score than Non-Invited Analytics Customers, however in Experience, Strategy and Campaign, it seemed not significant differences between Invited New Logo Customers and Non-Invited New Logo Customers. From that Results it could say there were effectiveness for Invited Existing Customers, but it was necessary to figure out the root cause of less effectiveness for some areas of session type and New Logo Customers in future study.

Table 7. Average Score of Customer Feedback Survey by Session Types: Invited Customers

Score of Feedback Survey from Invited Customers (N=804)	Analytics	Optimization	Experience	Strategy	Campaign
Null (New Logo Customers)	4.32	3.88	3.29	3.75	4.11
Analytics (Existing Customers)	4.42	4.77	4.56	4.22	4.84

Table 8. Average Score of Customer Feedback Survey by Session Types: Non-Invited Customers

Score of Feedback Survey from Non-Invited Customers (N=1,470)	Analytics	Optimization	Experience	Strategy	Campaign
Null (New Logo Customers)	4.00	3.25	3.33	3.72	4.09
Analytics (Existing Customers)	4.12	3.99	4.30	3.89	4.12

5. CONCLUSION

Collaborating offline event marketing and online marketing is considered a relatively novel marketing activity for many of the enterprise software companies. In contrast to conventional communication strategies, event marketing features the active and physical participation of limited customers in marketing communication process and online marketing features to expand event awareness to wide range of customers. Improving the number of the event attendees is equal to improving the software and service awareness. Therefore, it is required target number of event registration through the website and actual attendance of both new logo customers who has not used any software/services and existing customers who recently owns or has experiences to use software before.

For its purpose, most of the enterprise B2B software companies need to develop the effective web site for improving event awareness and securing number of customer registration, then the website leads the customers to register right sessions for customer needs and sales-side strategy with user personalization system. It is also necessary for the enterprise B2B Software Company to make the customers have a strong motivation for upsell, cross-sell and new purchase at the sessions. For its purpose, it executed two type of communication at the session registration page on the event website, 1) recommended sessions which were personalized for "Invited Customers", and 2) no recommendation for "Non-Invited Customers". Also, the target of each communication has two type of customers, new logo and existing customers. It means that "Invited Customers" has new logo and existing customers, and "Non-Invited Customers" has also new logo and existing customers which were divided by enterprise sales strategy.

In this study, it could be figured out the effectiveness of personalization which was measured by two measurements, Results of actual session attendance and customer survey feedback by session types. We could expect that one of customer behavior modeling from the Results which had differences of actual event attendance and transition rate between previous session and next session. It showed that Invited Customers were led to the sessions which were set with personalization system based on sales strategies and registration scenarios of the session at the website, and then at the event they watched and listened the information of new solution and/or new services at each session.

From the Results of the customer survey feedback, there were several differences in the average score of customer feedback survey which showed that score of Existing Customers are all higher score than New Logo Customers because it seemed that Existing Customers had well understanding better than New Logo Customers. From comparing "Invited Customers" and "Non-Invited Customers" it could be found that Invited Customers of Analytics had all better score than Non-Invited Analytics Customers. However, it seemed not significant differences in Experience, Strategy and Campaign between Invited New Logo Customers and Non-Invited New Logo Customers.

Through the Results of those studies we understood that there were differences in the number of event attendance and transition rate to the next sessions, and found the differences in customer feedback survey between Invited

Customers and Non-Invited Customers. However, we did not able to fully understand the factors of those influences for the customer behaviour. We will continue to find the relationship and effectiveness of personalization at the registration page which was programmed with sales scenario and strategy in future study.

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