CASE STUDY

APP: BENCHMARK SHATTERING RESULTS

Custard, a boutique event agency, needed a mobile event app for a 500+ person event, on short notice.

THE UNIQUE NEED

Custard's client wanted to meet delegates' digital expectations, and elevate their event above similar offerings. They wanted an interactive, fully-branded solution that would enhance every aspect of the delegate experience.

THE ELEVATED SOLUTION

Custard used eventcloud to quickly offer a dynamic, fully branded app, including an interactive agenda, customisable itinerary, In-app voting, interactive map with points of interest for easy navigation, notifications and much more.

THE ELEVATED RESULTS

A 72% app usage rate (not just downloads) –over 20% higher than the industry average – and over 400 votes cast in two sessions. App usage was so high that it was trending in 2nd place in the regional Google Play store. Needless to say, the client was very happy.

custard

72%

App adoption & usage.