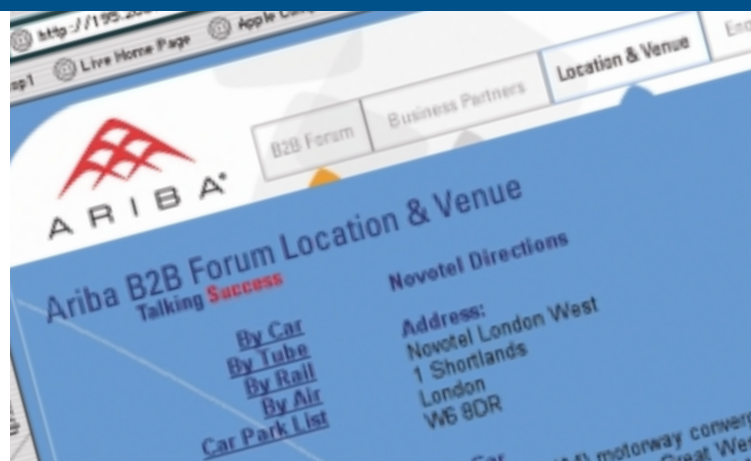




Anderson Baillie Web Marketing



Ariba web portal proves central to the success of B2B forum

The Ariba web portal contained a corporate overview page, and enabled visitors and exhibitors to register for either the Ariba B2B forum held in London or the partnering event in Antwerp, Belgium.

Visitors to the site could select the event they required, information about to view agendas, speaker profiles, travel, location details, business partner details and a registration enquiries page.

On entering the site, visitors received a corporate welcome and event programme overview, with a link option to the relevant country forum they were interested in. The two sites maintained the same design and navigation, however the content and assets were different for each.

The site, central to all campaign communication, incorporated direct mail, print advertising and banner ads to generate interest and awareness for the forum. The success of the conference owed a lot to the web portal, with 20% of the 250 UK delegates registering online and over 50% of the Belgium delegates.

The forum was a major success for Ariba and its partners. The audience attendance was exceeded by 20% with over 90% feedback scores for event content, organisation and readiness to attend future Ariba events achieved. All of which has set the performance target for the next event, Ariba LIVE London, the third forum hosted by Ariba in three consecutive years.

An integrated marketing communications campaign including direct mail, print advertising and banner ads will be devised, with Ariba's spendmanagement.com website at the hub of the campaign activity.

Anderson Baillie Web Marketing

The ability to integrate web marketing into the overall marketing mix for the Ariba B2B project was central to the success of the campaign.

For a full overview of our Web Marketing services visit www.andersonbaillie.com/webservices

"Anderson Baillie are a reliable, professional and knowledgeable provider of marketing services. Our working relationship has been over many years.

Their ability to integrate all communication mediums including new media make them our first choice for complex campaign programmes."

John Watton
Ariba UK Marketing Director

Ariba B2B Forum Portal



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