Cloud Conventions Integrates Email Campaign Technology Into Virtual Event Platform
Drip Marketing Provides Sophisticated Marketing Tools to Event Managers

Atlanta, GA — July 29, 2019 — Cloud Conventions today announced the integration of Convey's proprietary Conduct™ Campaign email marketing solution that delivers drip email campaigns created within the virtual event portal to attract exhibitors or attendees to sponsor or register. Conduct can schedule four outbound emails, create a branded sign-up page or connect to a registration application. Targeted lists are uploaded into the event portal and managed in a prospect database secured by the system's proprietary ListLock™ technology. Cloud Conventions is one of the hottest new virtual event SaaS platforms from Convey Services.

"Conduct is designed for organizations that don't have the time, expertise or desire to create email campaigns to promote their event as well as attract exhibitors and sponsors," said Carolyn Bradfield, founder of Convey. "Conduct sends multiple emails to engage an audience, creating calls to action to get potential attendees excited about the virtual event and motivate them to register. Event managers can also use Conduct to broaden their reach to the sponsors who fund the event."

Cloud Conventions' sophisticated email engine notifies, reminds and engages attendees and exhibitors with messages scheduled automatically. Newsletters and custom message templates are added to portals to alert exhibitors on booth set-up, provide tips to maximize their ROI or to direct attendee activity. Email reports detail delivery, unique opens and click throughs along with opt outs. Conduct and Cloud Conventions are CCPA and GDPR complaint.

"Conduct can also be used within the Cloud Conventions platform as a premium service to exhibitors or sponsors to run their own campaigns to attract traffic to their virtual booth," added Bradfield. "Campaigns are created by the event host and delivered to the dashboards of exhibitors and sponsors so they can send high-quality email campaigns with a marketing message that is consistent and effective. Email marketing is still, by far, the best prospecting tool, delivering better results than all of social media combined."

To learn more about the options available for a virtual conference, tradeshow or event, visit the Online Resource Center at www.CloudConventions.com.

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About Cloud Conventions

Cloud Conventions is a Virtual Trade Show and Conference Platform from Convey Services that brings new capabilities to a marketplace looking for solutions to replace the thousands of live trade shows, annual conferences and association meetings cancelled in the wake of COVID-19. Originally launched as ConveyLive, Cloud Conventions automates exhibitors and virtual booths, attendee registration, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Trade Associations and event managers can explore all of the Cloud Conventions solutions by visiting https://cloudconventions.com or contacting info@cloudconventions.com or call 888-975-1382.

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