

Banzai

Marketing automation platform that helps businesses drive engagement, increase event attendance, and connect with their target audiences.

Project details

Client

Joe Davy

Country

USA

Team size

12

Project duration

3 year

Industry

MarkTech

Tech Stack

An overview of the technologies and tools used to build a scalable, secure, and high-performance solution.



Introduction

Banzai is a leading company dedicated to building advanced marketing tools that empower businesses to accelerate their growth. At the core of Banzai's offerings is Demio, a product renowned for its excellence. Additionally, Banzai presents a suite of products and tools, including Reach, Boost and Showcase.

Demio is a webinar and virtual event platform designed to simplify the process of hosting and attending webinars.

Boost and **Showcase** both are purpose-built products for enhancing event promotion, specifically designed to boost the number of registrants. Reach is an event marketing automation solution that drives highly qualified attendees to virtual and in-person events, reaching new audiences while driving pre and post-engagement.

The Problem

Since 2020, Demio has emerged as the industry leader in virtual event hosting. However, recognizing the need for continuous innovation, Demio is not content with resting on the laurels of its flagship product. Instead, the company is actively expanding its product offerings by developing new products and tools, enriching the suite of solutions available to marketers.

The Solution

Develop three innovative tools that helped address the challenges:

- **Reach:** An event marketing automation solution designed to drive qualified traffic and increase event attendance.
- **Boost:** A tool built to enhance event promotion efforts and maximize registration numbers.
- **Showcase:** A platform that helps marketers effectively present virtual events, keeping audiences engaged before, during, and after the event.

Through a collaborative, iterative approach, we developed these tools to smoothly integrate into Banzai's product suite, enabling marketers to reach broader audiences and streamline their virtual event workflows.

The Result

By expanding its product suite with three powerful event marketing tools, Banzai strengthened its position as a leader in virtual event technology, helping businesses maximize attendance and engagement.

- **Reach:** A comprehensive automation platform that boosts event attendance by driving qualified leads through personalized marketing campaigns.
- **Boost:** A tool designed to enhance event promotion, ensuring greater visibility and maximizing registration numbers.
- **Showcase:** A solution that improves virtual event presentations, keeping audiences engaged and connected throughout the event lifecycle.