



## EVENT BUILDER

**Are you hosting an event for the RegTech community? Regardless whether it is a launch, a conference or a networking event, the success is directly related to the number of attendees who show up.**

Access the world's largest, and most current audience of AML, Compliance FinCrime, Legal & Risk personas. With over 95,000+ email addresses in over 50 jurisdictions, EventBuilder can serve as a super quick way to drive up interest and acceptances to your events.

Our experienced Gungho Account Managers help to accurately navigate the personas, making sure the widest possible audience is targeted for your event. Job Titles, Accounts, Industries, Geographies & Time Zones are segmented to create those all-important target lists – keeping your open, click-through & response rates high.

We recommend one of the following options

### EVENT BUILDER 4

Content & Duration  
**4 items  
of content in 4  
weeks**

Target 5,000 Personas  
**£2,995**

Target 10,000 Personas  
**£5,995**

Target 10,000 Personas+  
**POA**

### EVENT BUILDER 8

Content & Duration  
**8 items  
of content in 8  
weeks**

Target 5,000 Personas  
**£4,995**

Target 10,000 Personas  
**£9,995**

Target 10,000 Personas+  
**POA**

### EVENT BUILDER 12

Content & Duration  
**12 items  
of content in 12  
weeks**

Target 5,000 Personas  
**£5,995**

Target 10,000 Personas  
**£11,995**

Target 10,000 Personas+  
**POA**



## What's included in EventBuilder?

	EVENT BUILDER 4	EVENT BUILDER 8	EVENT BUILDER 12
Digital Account Manager	✓	✓	✓
Length of contract	4 weeks	8 weeks	12 weeks
No. of campaigns	4	8	12
Global data privacy regulation management	✓	✓	✓
Unsubscribe removal & reporting	✓	✓	✓
Access to Gungho dataset (read only)	✓	✓	✓
Segmentation & targeting (read only)	✓	✓	✓
List building (read only)	✓	✓	✓
Email template personalisation	✓	✓	✓
Event trigger management	✓	✓	✓
Dashboard analysis and reporting	✓	✓	✓
Opt-in and out responses	✓	✓	✓
Post campaign ROI analysis	✓	✓	✓
Opened responses	X	X	X
HTML template design	X	X	X
Content authoring & creation	X	X	X

## How does it work?

### 1 Access 52,000+ Accounts

The Gungho data set comprises of layered account information, including company name, structure, industry, turnover, employee size, assets under revenue, time zone and head office location. The accounts profiled are regulated entities, who require Compliance, AML, FinCrime, Legal, Fraud and Risk based software & services.

### 2 Access 95,000+ Email Addresses of Compliance & Risk Personas

Contacts are profiled by Job Title, City, Country, Region & Time Zone. This level of detail is especially useful for inviting prospects to attend conferences, seminar, or any in-person event.

### 3 Navigate Accurately to Build Target Email Lists

Collaborate with your dedicated Account Manager, to establish the best audience engagement for your event. Use automated list building tools to determine criteria such as Job Title, Industry, City, Country, Time Zone etc and precisely target your audience.

### 4 Email Content & Email Design Creation

Provide your own content and HTML design template. Gungho are not responsible for any content creation or design.

### 5 GDPR, Privacy Rules and Data Protection

Suppression lists, local privacy law & data protection law are managed by Gungho.

### 6 Dashboard & Reporting

Regularly review analytics to determine open & bounce rates, Opt-Ins & Opt-Outs. Via dashboard reporting, ROI & success rates are shared and used for future audience & segmentation planning.

### 7 Tracking Responses

Access the contact details of Opt-In or Opt-Out requests, enabling Sales & Marketing teams to respond.



## Tracking Responses

Access the contact details of Opt-In or Opt-Out requests, enabling Sales & Marketing teams to respond.

	Volume & Metrics	Contact Name	Contact Job Title	Account Name	Location	Phone	Email address	Time Zone
Unsubscribes	√	√	√	√	√	√	√	√
Opt-Ins	√	√	√	√	√	√	√	√
Requests to be removed for GDPR & Privacy	√	√	√	√	√	√	√	√
Click Through Rates	√	X	X	√	√	X	X	X
Non-Open Rates	√	X	X	X	X	X	X	X
Open Rates	√	X	X	X	X	X	X	X
Bounce Rates	√	X	X	X	X	X	X	X

**Contact our team to discuss at [info@gunghomarketing.co.uk](mailto:info@gunghomarketing.co.uk) or call on +442033268150**