



How Micepad Helped Experian Increase Engagement by 200%

Case Study

Experian

The Client



One of the 'Big Three' credit-reporting agencies in the world, Experian serves more than 25 million US businesses and over 235 million individual US consumers.

Experian is a partner in the UK government's Verify ID system and USPS Address Validation.

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Experian

The Challenge

Every year, departments take turns organising the Asia Pacific Sales Conference, a massive event for all offices in the region. The organising department's goal is to outdo the previous team.

2019's Sales Conference was looking great – it was set in Bali, at a renowned hotel with 5-star reviews, authentic Balinese cuisine, and boasted a panel of top management and company leaders for speakers.

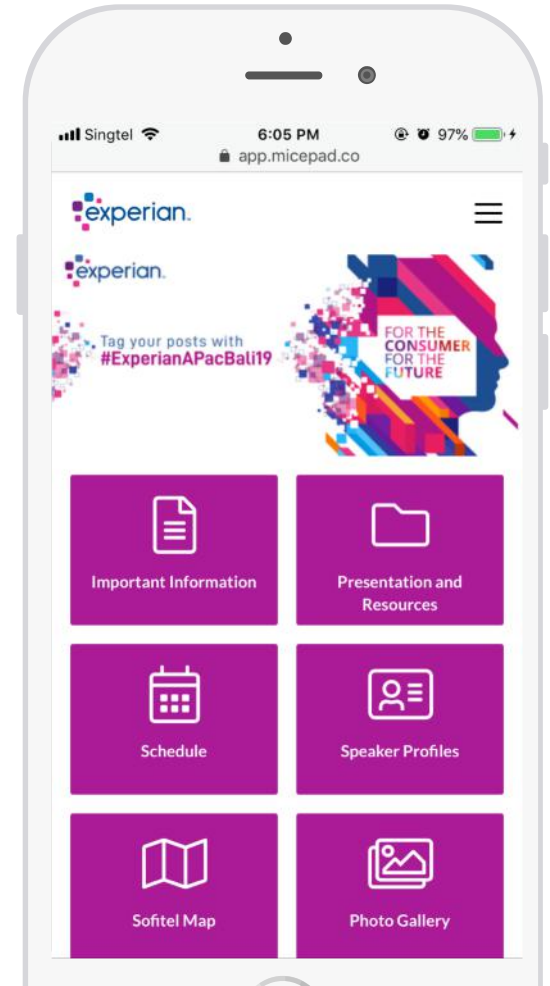
However, they wanted more.

The Solution

Pamela, Internal Communications Manager, was introduced to Micepad through a mutual acquaintance.

Experian had not used an event app prior to this, but she wanted to push the envelope and make 2019's conference one to remember.

"We were interested in the photo gallery and polling. It's a lot more fun when you can get the audience's opinion."



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The Results

The conference proceeded smoothly from start to finish. Attendees were very enthusiastic about sharing their photos and the app's note-taking feature.



800+

**Polls
answered**



**100%
more**

**Photos
taken**



**200%
more**

**Surveys
collected**

“

Working with Micepad was a breeze and a great experience. Would be great to see further enhancements next year that allows us to upload video onto the platform just like how photos are uploaded.

”



Pamela Chew,
Internal Communications Manager

EXPERIAN ASIA PACIFIC

A STAR IS BORN

Want to take your event to the next level too?

Let Micepad show you how

[Book a Demo](#)