

The power of Marketing Automation

Marketing database for 360° customer view



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RAI Amsterdam wanted to switch to a more demand-driven organisation of events. With Ternair's marketing database, RAI Amsterdam has a 360° view of customers, which highlights the overlap between visitors and exhibitors and between visitors and events. This enables the organisation to implement targeted marketing campaigns.

RAI Amsterdam organises and facilitates congresses, trade fairs and events. In 2006, the information about the visitors of the organisation's own exhibition titles was present in fragmented form. Each event had its own database with visitor information, but none of the data was connected.

Connect data sources

In 2006, RAI Amsterdam started looking for a supplier that would be able to collect all the customer information that was spread throughout the organisation to set up a 360° customer view. With a clear customer view, RAI Amsterdam is able to reveal any overlap between visitors and exhibitors and between visitors and events. It also puts the organisation in a better position to conduct targeted marketing campaigns.

“The extensive possibilities and flexibility of the Ternair Platform help us achieve our marketing objectives every day. Ternair provides active input with respect to optimisations by acting as a partner in the collaboration. This enables us to stay relevant in our management communication with our customers.”

Mark de Bra

Database Marketer RAI Amsterdam



360° customer view

In three months' time, the Ternair solutions were implemented with automatic connections to various customer data systems. Customers are automatically recognised through fuzzy matching then normalised and merged. The result is a "golden record" in which all data for each customer is organised.

The marketing database is the central environment where facts and behaviour of all customers come together. The single customer view is the starting point for all outbound and inbound marketing interactions of RAI Amsterdam.

About RAI Amsterdam

RAI Amsterdam is an international exhibition and conference organisation. As the facilitating party, RAI Amsterdam Convention Centre creates the ideal conditions for inspiring meetings to take place in and strong ties to develop in. As the organising party, RAI Exhibitions connects context, content and communities utilising national and international consumer and professional trade fairs.



Think free. Build fast. Connect easy.

Let's get started



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