

ANSELL SCALES VIRTUAL EVENTS ACROSS THE GLOBE WITH ON24



ABOUT ANSELL

Employees: 13,000

Industry: Life Sciences

Ansell is a global safety solutions provider that offers a wide range of hand and body protection. From laboratories and clean and sterile environments, to manufacturing and high-tech environments, Ansell delivers these personal protection solutions for customers across 25 different industries.

INTRODUCTION

Samantha Yan, Marketing Operations Manager at Ansell, helps regional teams across the globe reach their full potential by ensuring data is properly tracked, analytics are fully utilised, and operational processes are well implemented.

This means she plays a crucial role in maximizing the efficacy and scalability of the team's webinar and event programs. As demand for more virtual event experiences began to peak, Yan needed a scalable way to enable marketing and sales teams to build, launch and deliver global event-marketing programs.

PROBLEM

The biggest problem with the team's existing webinar software was its inability to integrate with their marketing automation platform (Marketo), resulting in hours of manual data extraction and an inability to scale programs to keep pace with the "growing expectations of our customers," said Yan.

To help the department get the most out of their data and analytics, Yan went in search of a solution she could deploy across the rest of the team's marketing tech stack.

SOLUTION

Yan had four goals in mind when making the decision to switch to ON24:

1. More integration capabilities for better data, segmentation and workflows
2. Create a consistent brand look and feel across every event touchpoint
3. Eliminate the need for attendees to download external applications
4. Language support within the user interface to support global expansion efforts

ON24 made it possible to customize every webinar and event touchpoint — from registration to follow up — with Ansell's own unique branding.

To minimise friction during the planning phase, Yan and the team templated webinar and event consoles in multiple languages, eliminating the need to request new creative assets or start from scratch program after program. This made it possible to scale their digital experiences globally without doubling down on the efforts of time-strapped teams.



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SAMANTHA YAN
MARKETING OPERATIONS MANAGER AT
ANSELL

"We are still early in the process, so right now the goal is really to lay down the foundation to get our teams running live events, and identifying and extracting the right data to qualify leads and enable sales teams," said Yan.

To achieve this, Yan takes advantage of ON24's ability to integrate directly to Marketo and the rest of her martech stack.

"We were specifically looking for a platform with more integration capabilities," said Yan. "The ability to integrate ON24 across our stack made it possible to better utilise audience engagement data and remove manual data extraction and import processes."

This integration allowed them to track data sourced and stored across multiple databases. And with ON24, they were able to capture valuable webinar and virtual event attendee insights using polls, Q&As, chat functionality and by offering additional content resources directly onto the event console.

ON24 stores every audience interaction to create prospect engagement profiles rich with actionable insights sales that

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marketing teams can use to better understand a prospect’s buying intent and deliver that knowledge to their sales team.

With ON24 Engagement Hub, the team was also able to replace their current on-demand library, seamlessly convert live webinars into on-demand experiences, and track registration and engagement data without spending too much time on data management.

Furthermore, the integration between ON24, Marketo and the team’s CRM system made it easier to action this data by simplifying lead segmentation, triggering relevant email follow up and even sales action.

RESULTS

In just a few short months, Yan and her team have established a self-service Center of Excellence to enable various teams across multiple regions to access the resources they need to quickly and easily build fully-branded webinars and virtual events.

“It’s getting harder and harder to cut through the digital noise,” said Yan, “but with ON24 we’ve been able to push the boundaries and surprise our guests with new, unique virtual event experiences at scale.”