

HOW TO UNDERSTAND YOUR CUSTOMER BASE IN A COOKIE-LESS WORLD

How Clarion Events Fire & Rescue can help you gather insights from fire and EMS professionals to further your business needs through surveys.

CHALLENGE

As restrictions on data collection through cookies continue to rise, how are you staying in touch with your customers and learning about their preferences and behaviors?



SOLUTION

Gather insights directly from your target audience through surveys.

The Clarion Events Fire & Rescue Group is the largest fire & rescue portfolio, comprised of industry-leading brands that have gained their audience's trust for over 145 years.



MEDIA BRANDS



EVENT BRANDS



LEARNING BRANDS



Leverage this trust and reach your key personas to truly understand their needs and purchasing journeys. This case study shows how two of our clients utilized surveys to reach their target audience and achieve their goals.

WATEROUS

COLUMBIA SOUTHERN UNIVERSITY

CHALLENGE



Provide more qualified leads for sales team.

CHALLENGE

To further understand how fire professions are learning about their field.

GOALS



- Gain market share insight
- Learn about customer purchasing priorities
- Further qualify participants as leads by asking specific questions about purchasing timeframe

GOAL

- Gain insight into how fire professionals are learning about their field.
- Generate list of potential future students to nurture.

APPROACH



Audience survey was promoted through:

- Email Marketing Automation Program
- Newsletters
- Social Media

Incentive to participate:

Enter to win gift card

APPROACH

A short, 4 question audience survey was promoted through:

- Email Marketing Automation Program
- Newsletters
- Social Media

Incentive to participate:

Enter to win headphones

RESULTS



Participants

650+

RESULTS

Participants

450+

CONCLUSION

Surveys are a great tool to gather insights from your target market, especially in a world where you need to rely on first-party data & customer needs shape the direction companies take. With Clarion Fire & Rescue, you have easy access to the largest pool of firefighters and EMT's that can provide valuable feedback to you.