

THE ENGAGEMENT ENGINE FOR B2B EVENTS

# Turn on instant engagement and ROI

Komo is a plug-and-play engagement suite that turns passive attendees into active participants. Use our modular tools to capture rich data and boost sponsor/exhibitor ROI without the custom dev timeline.

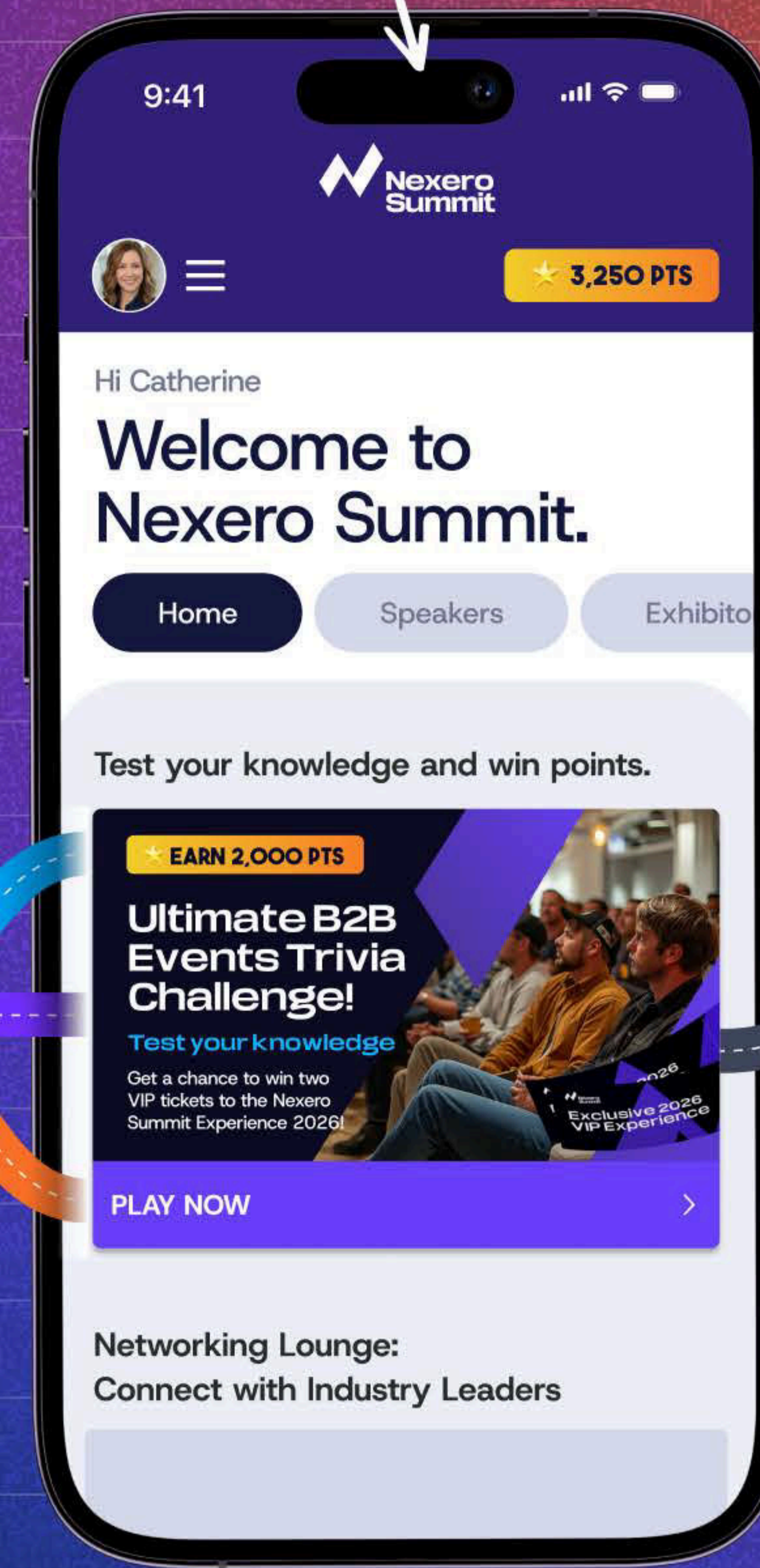
Modular Blocks

- Content
- Rewards
- Commerce
- Workflows
- Loyalty

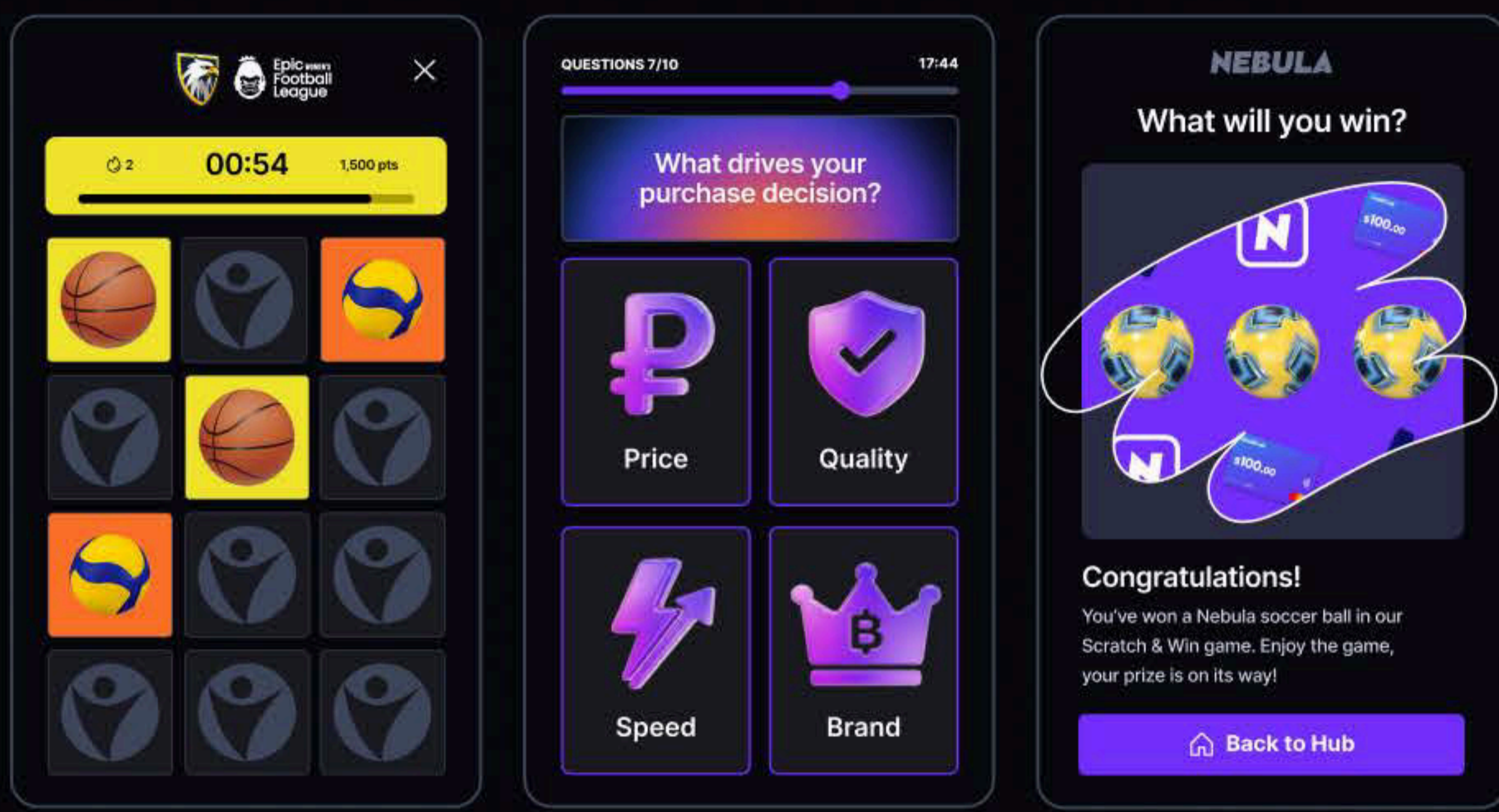
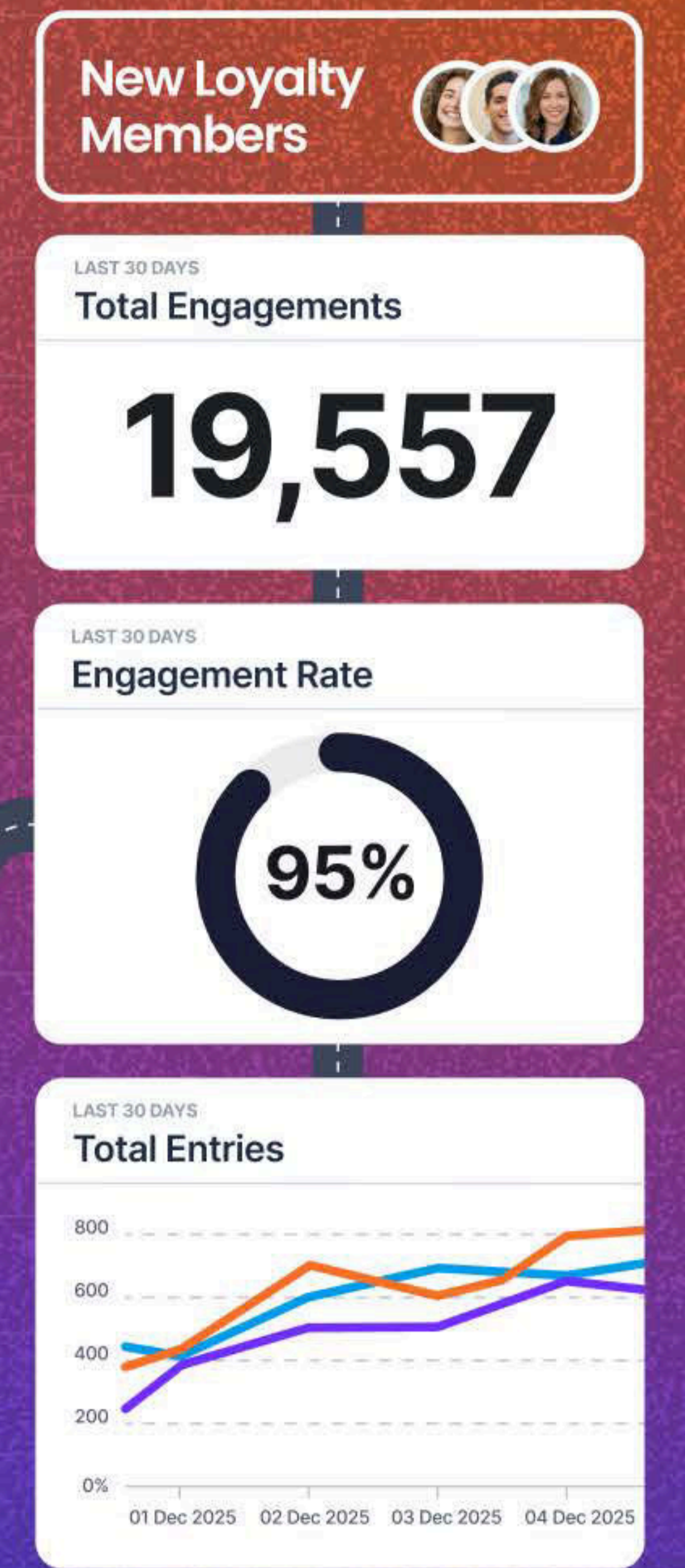


Embed Natively

Swapcard App



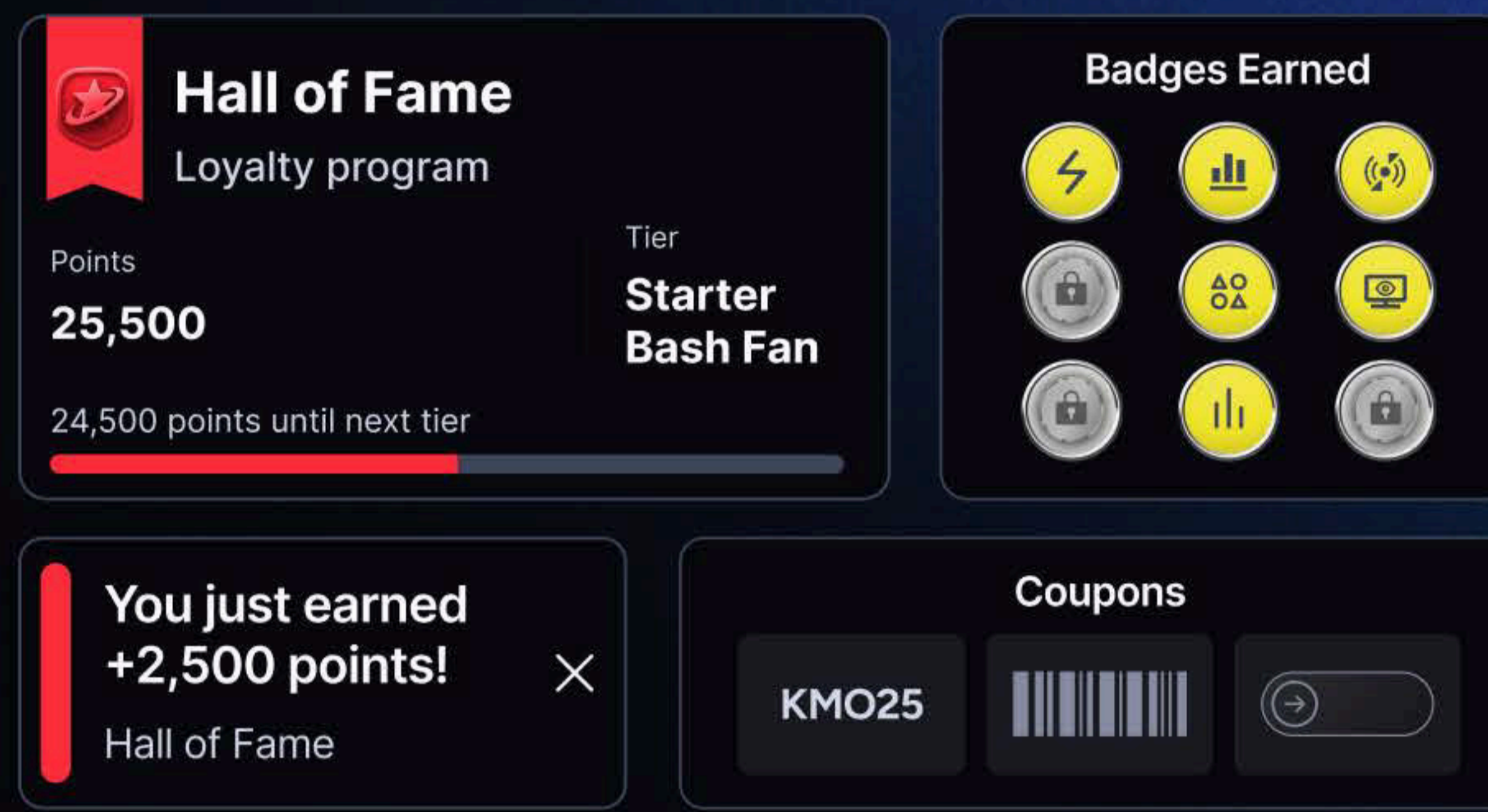
Unified Analytics



CUSTOMIZABLE INTERACTIONS

## Gamification engine

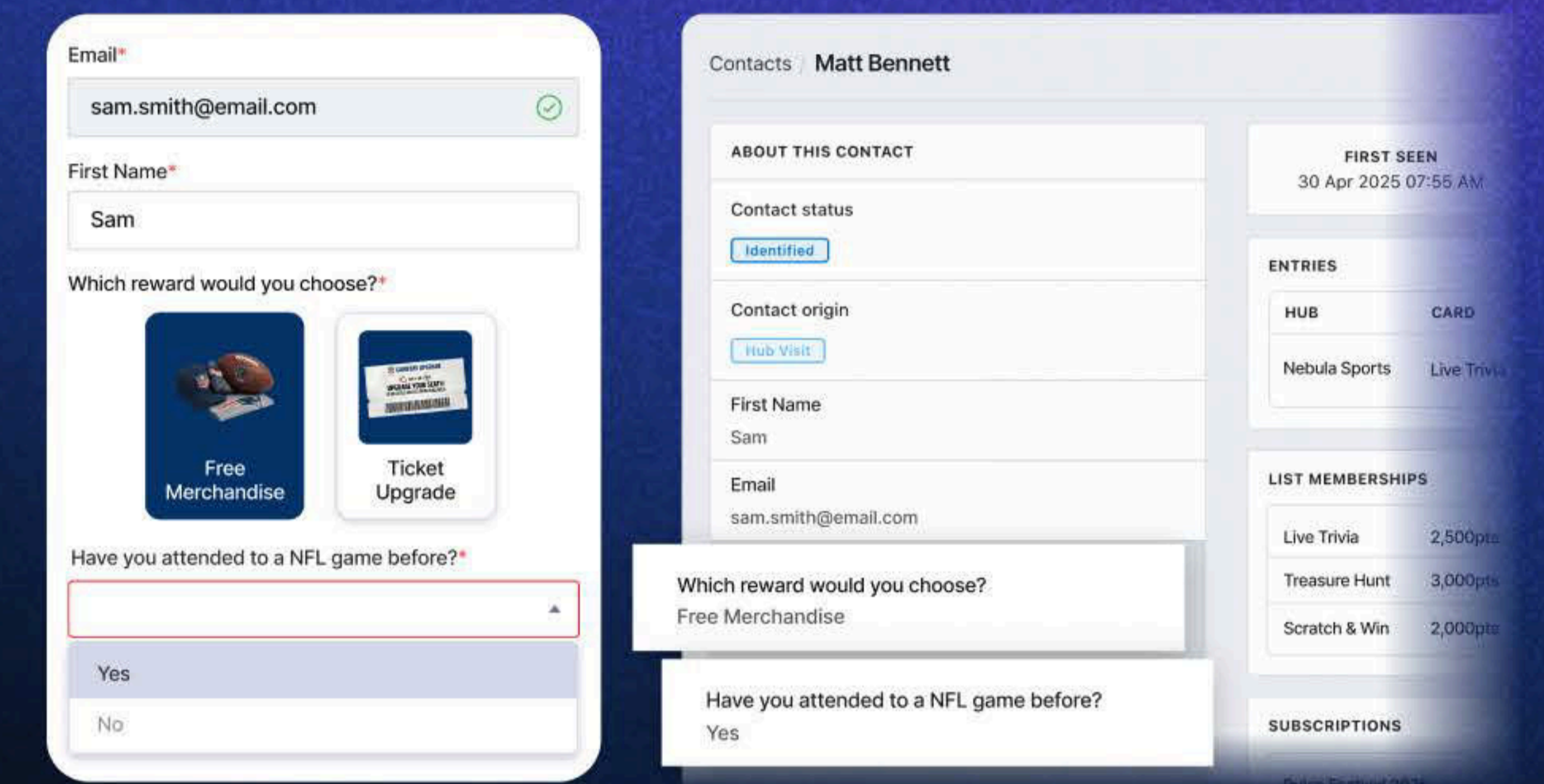
Instantly transform passive users into active participants by dropping **50+ plug-and-play** interactive mechanics, ranging from instant wins to live trivia, directly into your user journeys via SDK, API, or hosted solutions, all without writing a single line of game logic.



BOOST USER RETENTION

## Loyalty & rewards engine

Boost retention by rewarding the actions that drive your business using behavior-based triggers and **automated prize fulfillments**, seamlessly connected to your existing user accounts and CRM.

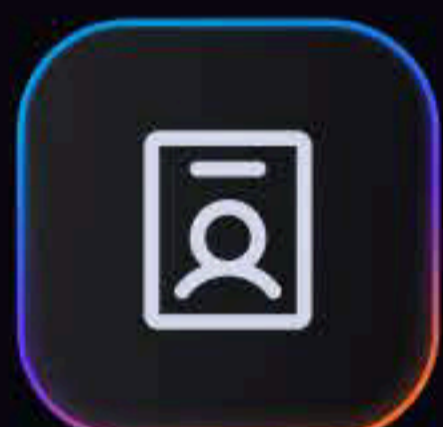


DECODE USER BEHAVIOR

## Engagement intelligence engine

Build richer customer profiles and deliver **hyper-personalized experiences** by capturing native zero-party data through every interaction, then streaming it in real-time directly to your existing tech stack, including Segment, Braze, or Salesforce.

# Challenges Komo solves in the B2B events space



### Attendee engagement is limited to just event periods

Komo can extend this out by months to capture more feedback, insights, and App downloads.



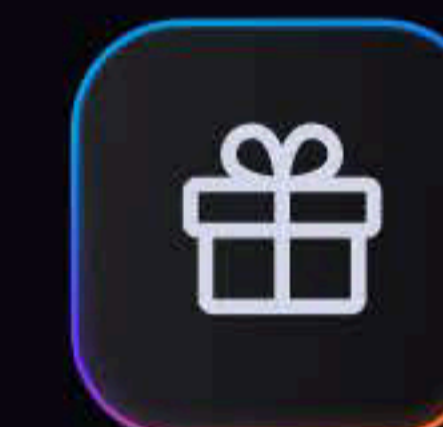
### Digital touchpoints are siloed with weak data integration

Ticketing, email, apps, website, and social primarily exist independently. Komo can help bridge these gaps and data points.



### Sponsors & exhibitors want more but the market is stagnant

Traditional check-ins and data capture solutions fail to motivate, inspire and generate opt-ins.



### Session engagements are passive and unrewarding

By deploying its suite of gamified experiences that bridge the feedback loop between speakers and attendees.

Trusted by:



NBCUniversal



FOXTEL



Successfully passed **Vendor Security (VSA)** and **Privacy (VPA)** assessments with the **Informa Security & Privacy** teams.

*"Utilizing Komo tech to create our digital MarTech Zone has been instrumental in elevating our event experience. Komo's ability to seamlessly integrate gamification, badges, loyalty features, real-time polling, and competitions to enhance our member experiences has been a game-changer for us."*



**John Hardy**  
SVP of Marketing Technology

# The Engagement Engine: Seamless Integration

Komo isn't a separate destination, it's a seamless engagement layer that powers your existing Swapcard experience

## Mobile App Embed:

Embed a full Komo Engagement Hub within the Swapcard mobile app via a native webview, accessible directly from a dedicated button, menu item or tab.

## Frictionless Recognition

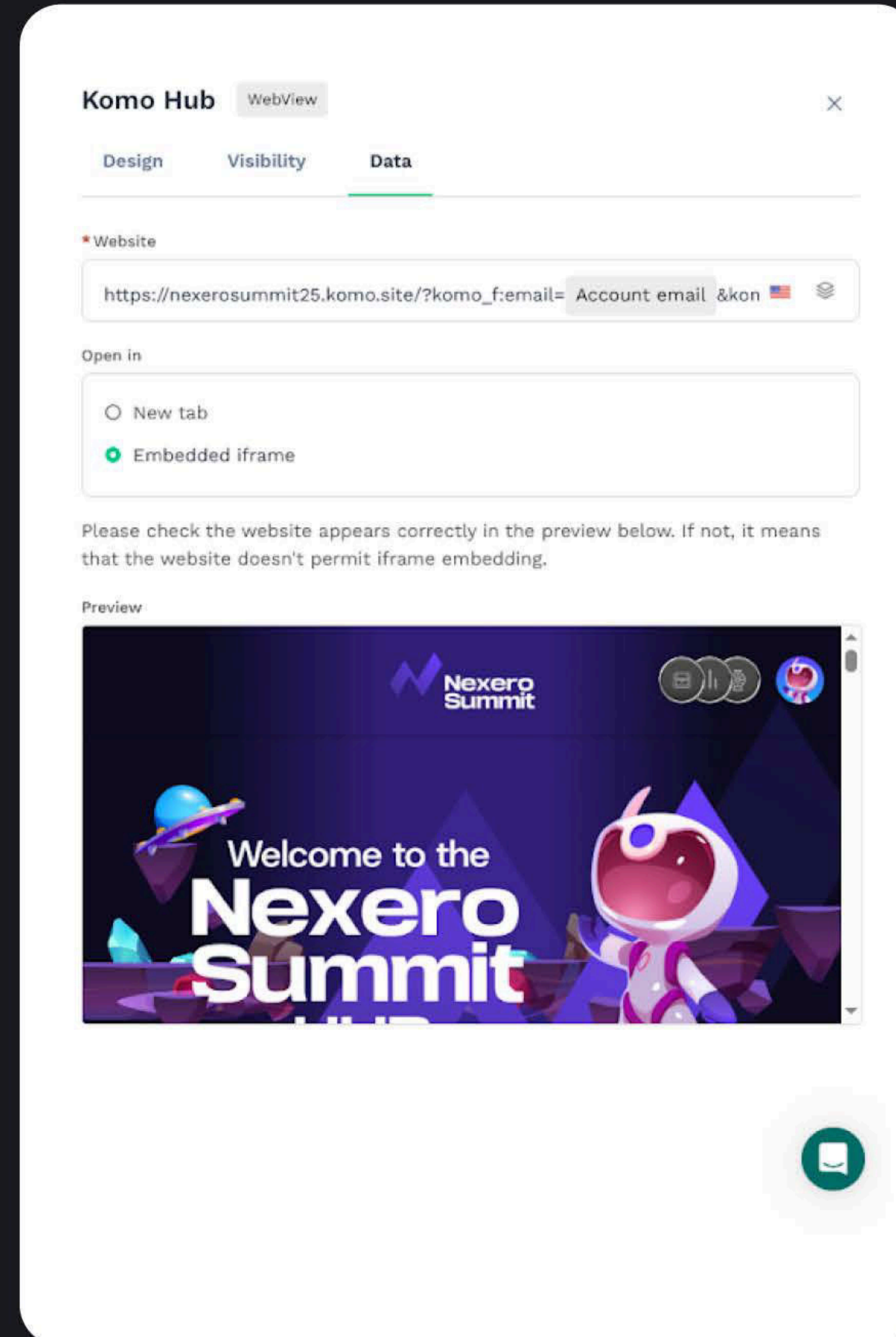
Swapcard passes user identification and data to Komo via enabling automatic recognition and sync.

## Real-Time Data Sync:

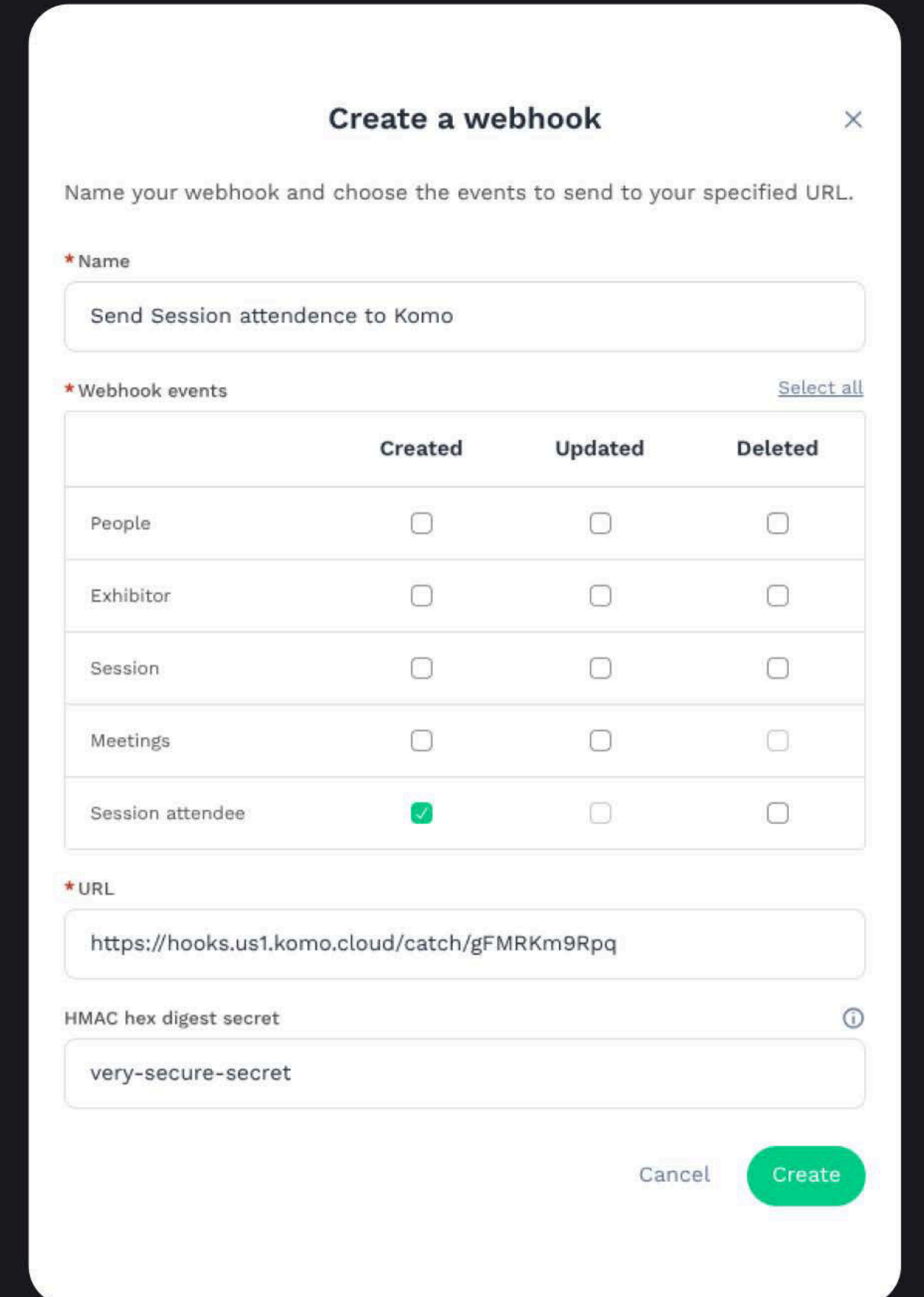
Use Swapcard Webhooks to notify Komo of attendee actions, such as session bookmarks, to trigger actions like awarding points, badge completion, or receiving personalized communications for actions happening outside the Komo hub.

## Modular Elements:

Each Komo card or module can be seamlessly dropped directly into landing pages, email copy or any other channels.



EMBED KOMO  
ENGAGEMENT HUB



SEND WEBHOOKS  
TO KOMO

## Capture continuous ROI throughout the entire attendee journey

Go beyond event day. Deploy a single, integrated interactive toolset from the first touch to the final follow-up, ensuring continuous engagement and intent data capture.

### Pre-Event

**Generate hype & qualify early intent (6+ Months Out)**

**The Goal:** Build excitement and gather critical audience insights long before the doors open.

**Tactics:** Deploy interactive quizzes, polls, personality tests, and speaker/session interest surveys to capture early intent data and personalize the experience.



### On-Site

**Maximize Activation & Traffic**

**The Goal:** Drive real-time engagement and floor traffic with seamless digital-to-physical activations.

**Tactics (Sessions):** Boost session impact with live Q&A, real-time polling displayed on big screens, and speaker trivia.

**Tactics (Floor):** Use gamified, QR-based scavenger hunts and loyalty rewards to direct traffic to sponsor booths and key locations.



### Post-Event

**Convert momentum into sentiment & pipe (Post-Event)**

**The Goal:** Sustain event momentum to deepen relationships and gather final feedback.

**Tactics:** Execute high-value post-event interactions using sentiment surveys, prize draws, and targeted follow-up communications driven by the data captured throughout the journey.

Stop running events.  
Start creating experiences.

See in Action