



"Wait, Calendars as a Marketing Channel?!"

Learn how 5,000 businesses are using calendars to communicate with their audiences

sales@eventable.com



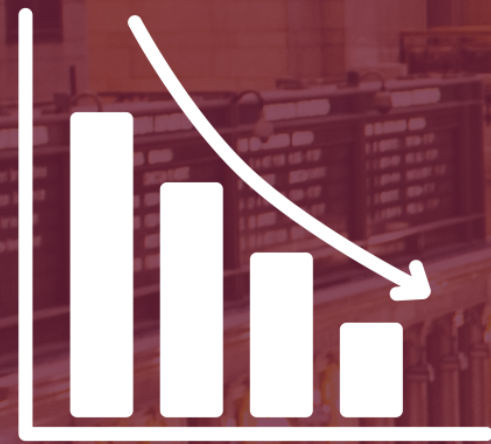
A group of young people are gathered around a wooden table in a casual, possibly outdoor or semi-outdoor setting. A man with a beard and a colorful patterned sweater is leaning over a laptop, pointing at the screen. A woman in a grey beanie and a man in a plaid shirt are looking at the laptop. Another woman in the background is holding a smartphone. The scene is overlaid with a semi-transparent orange filter.

WE LIVE IN A NEW ERA OF BRAND-CUSTOMER RELATIONSHIPS

#shifthappens



A MAJOR SHIFT IS HAPPENING



decreasing engagement
in traditional digital ads
and emails



consumers moving to
mobile devices, but app
retention decreasing



live and in-person
experiences are increasingly
important for brand affinity



THE WAY WE INTERACT WITH BRANDS HAS CHANGED FOR GOOD

We have new expectations

DIRECT INTERACTION

Not mass communication

PERSONALIZATION

Not generalization

FIT FOR LIFESTYLE

Not one-size fits all



A NEW ERA WITH A NEW IMPERATIVE

Engage Customers in Everyday Life

#allaboutlifestyle



WE WANT BRANDS THAT FIT OUR EXPERIENCE & LIFESTYLE

- timely and helpful, not disruptive
- acknowledged & rewarded for loyalty
- mutually beneficial relationships
- frictionless experiences on any medium
- personalize, without sacrificing privacy



REACH CONSUMERS IN THE ONE PLACE THEY CHECK A DOZEN TIMES DAILY

Calendars: the digital medium where we live every day



2ND
most used app
on all devices, after email



86%
more likely to take action
after receiving a calendar event



82%
mobile views
vs. 18% on desktop calendars



100X
lift in CTR
vs. digital media average

THAT'S WHY WE BUILT EVENTABLE

A marketing platform for your customers' lifestyle



works with all
calendars on
any device



white-labeled
integrations
and plugins



real-time
updates,
dynamic feed
of events



customizable
calendar
notifications



personalized
content and
audience
segmentation



geotargeting
for local or
national
audiences



SmartEvents
analytics

US Patent 62,290,374

#calendarmarketing





COMMUNICATE WITH YOUR CUSTOMERS DIRECTLY THROUGH EVERYDAY CALENDARS

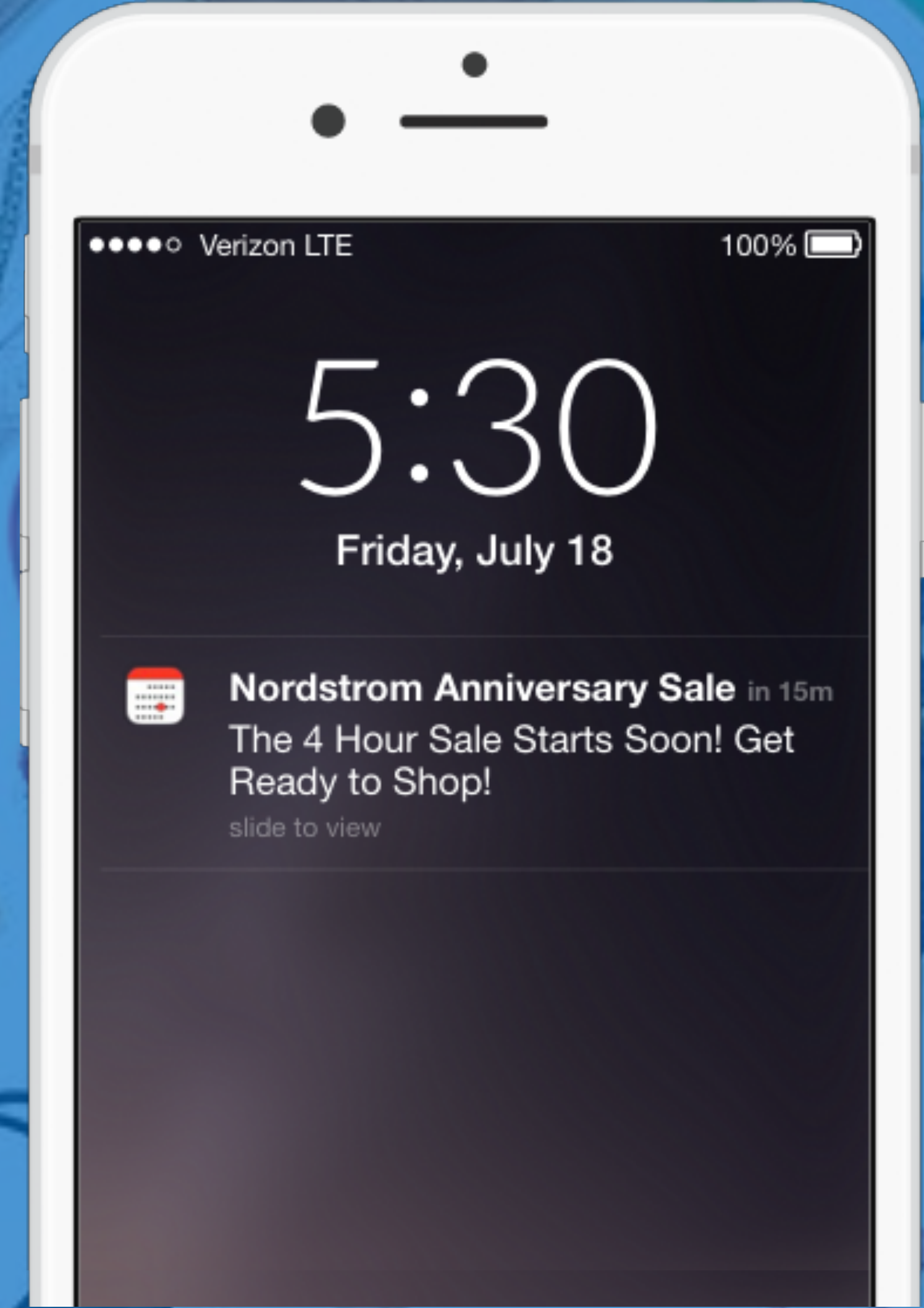
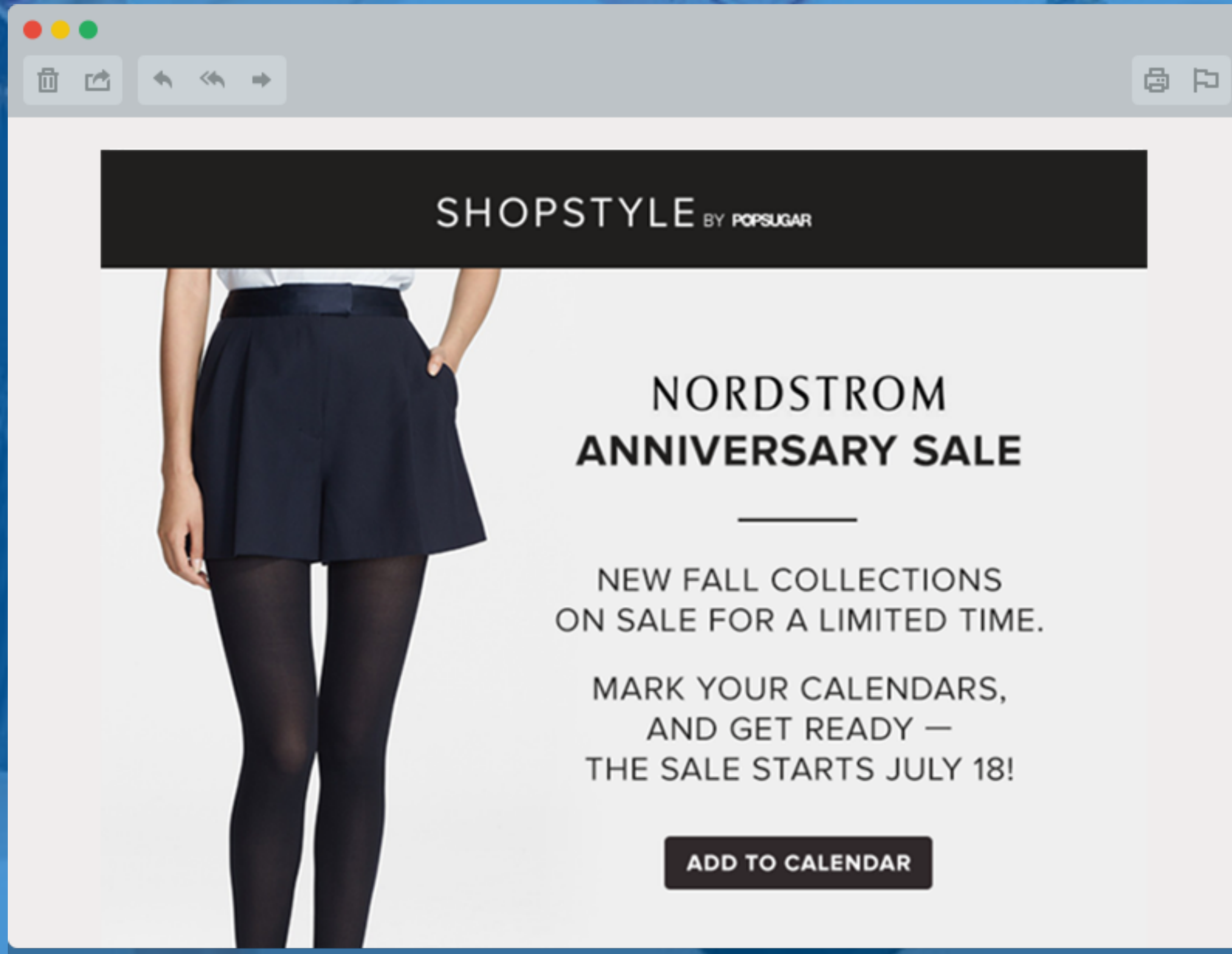


WHAT DOES IT LOOK LIKE WHEN
YOU'RE DOING IT RIGHT?

#marketingbliss

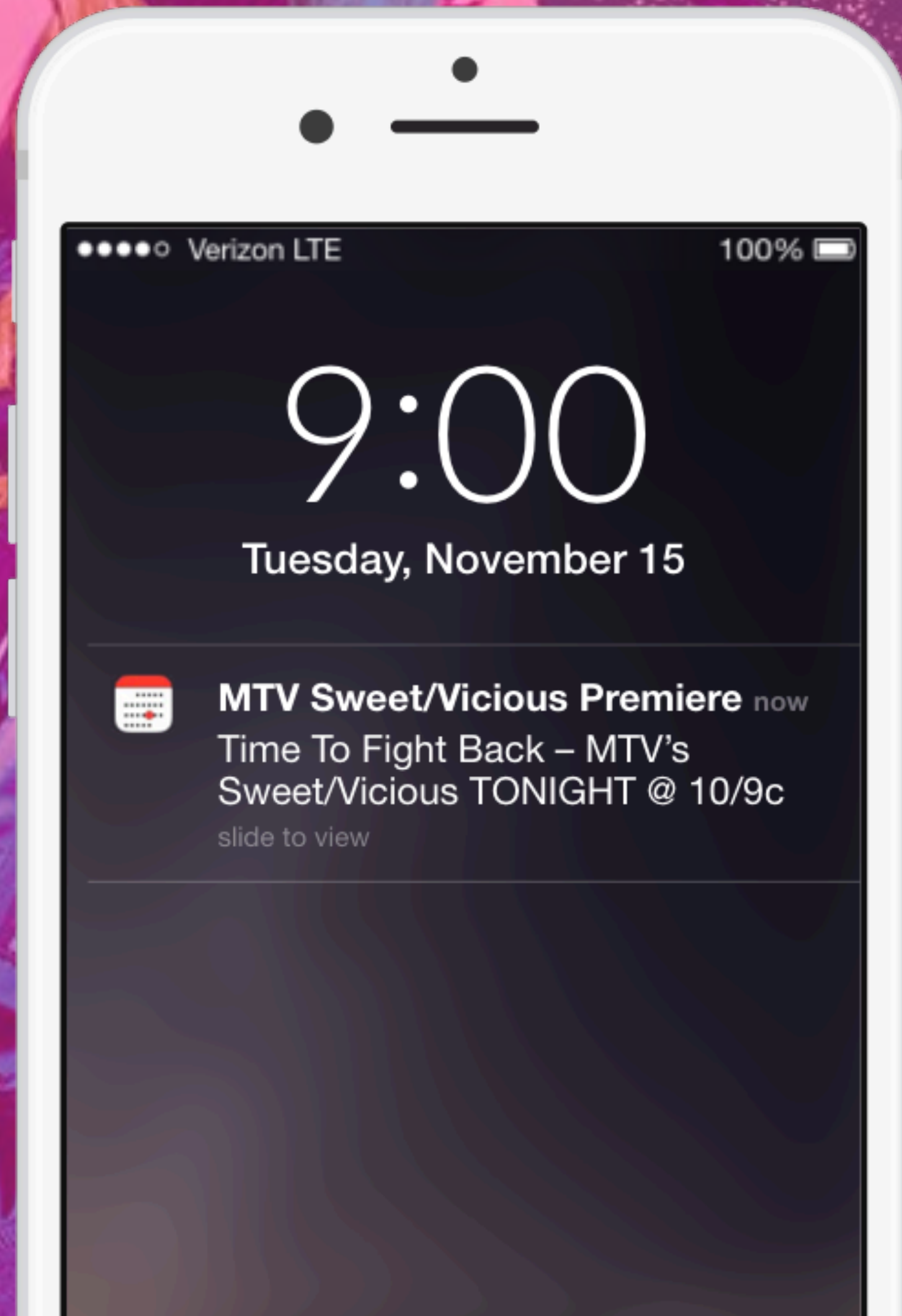
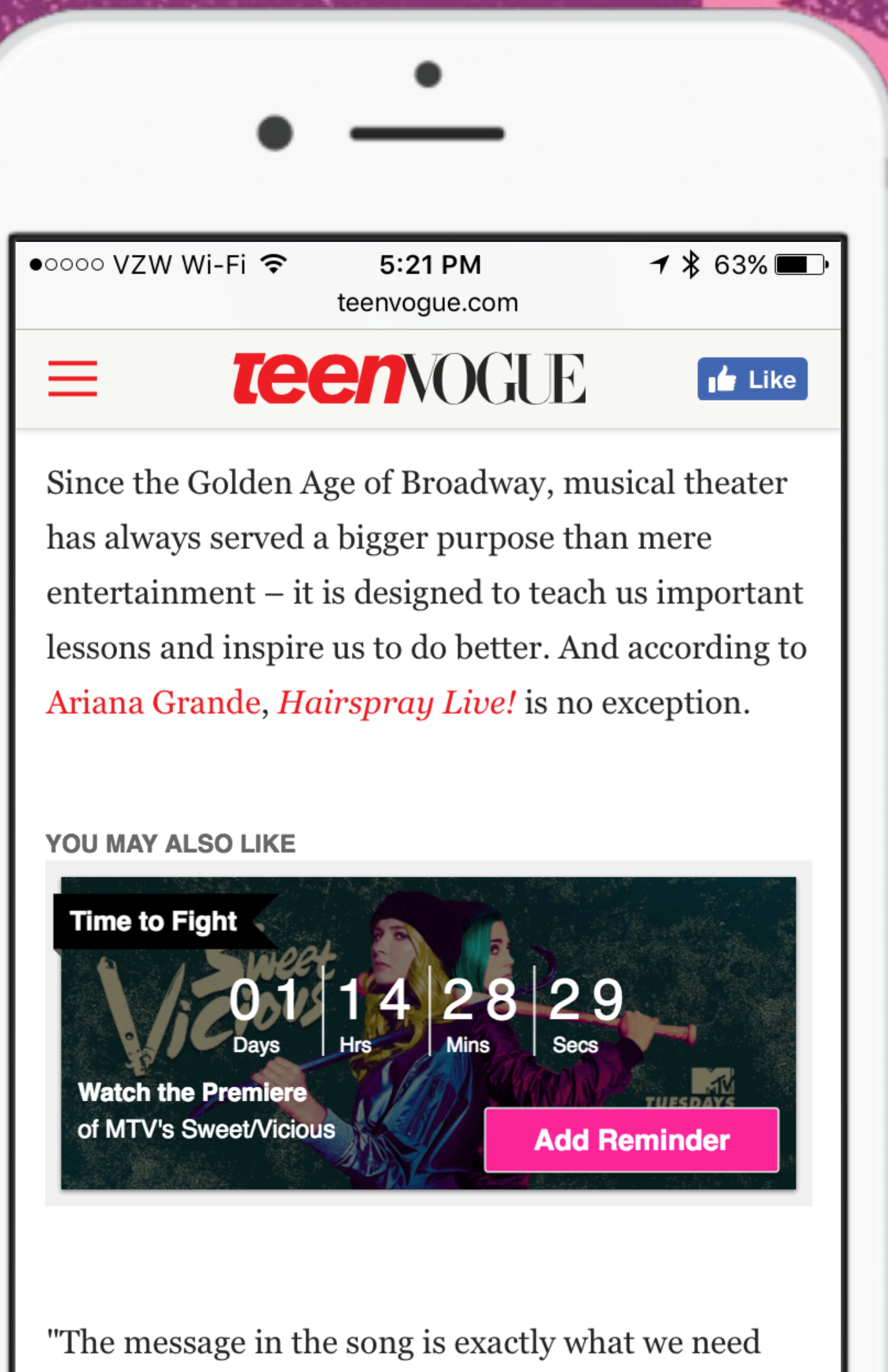


NORDSTROM

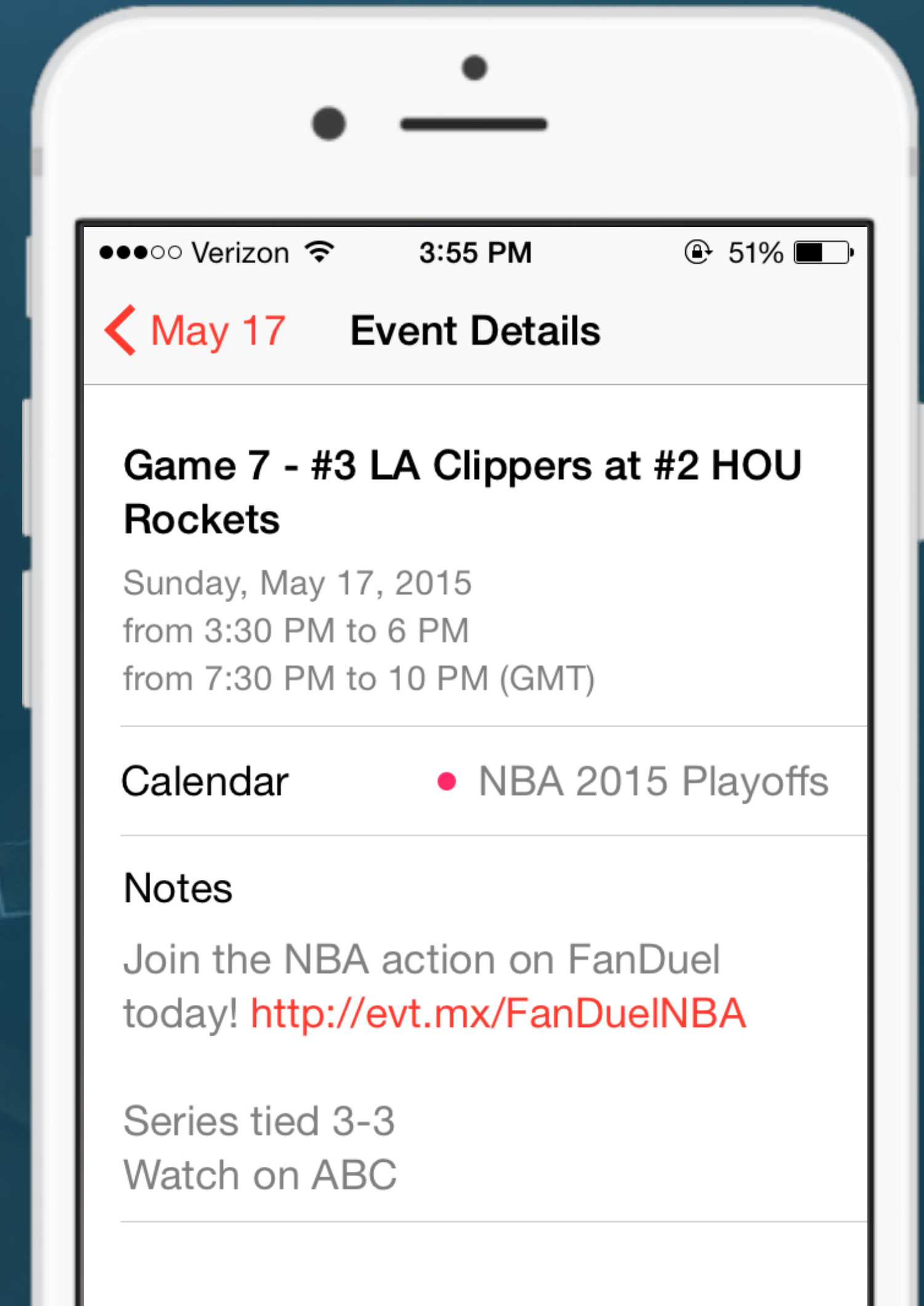
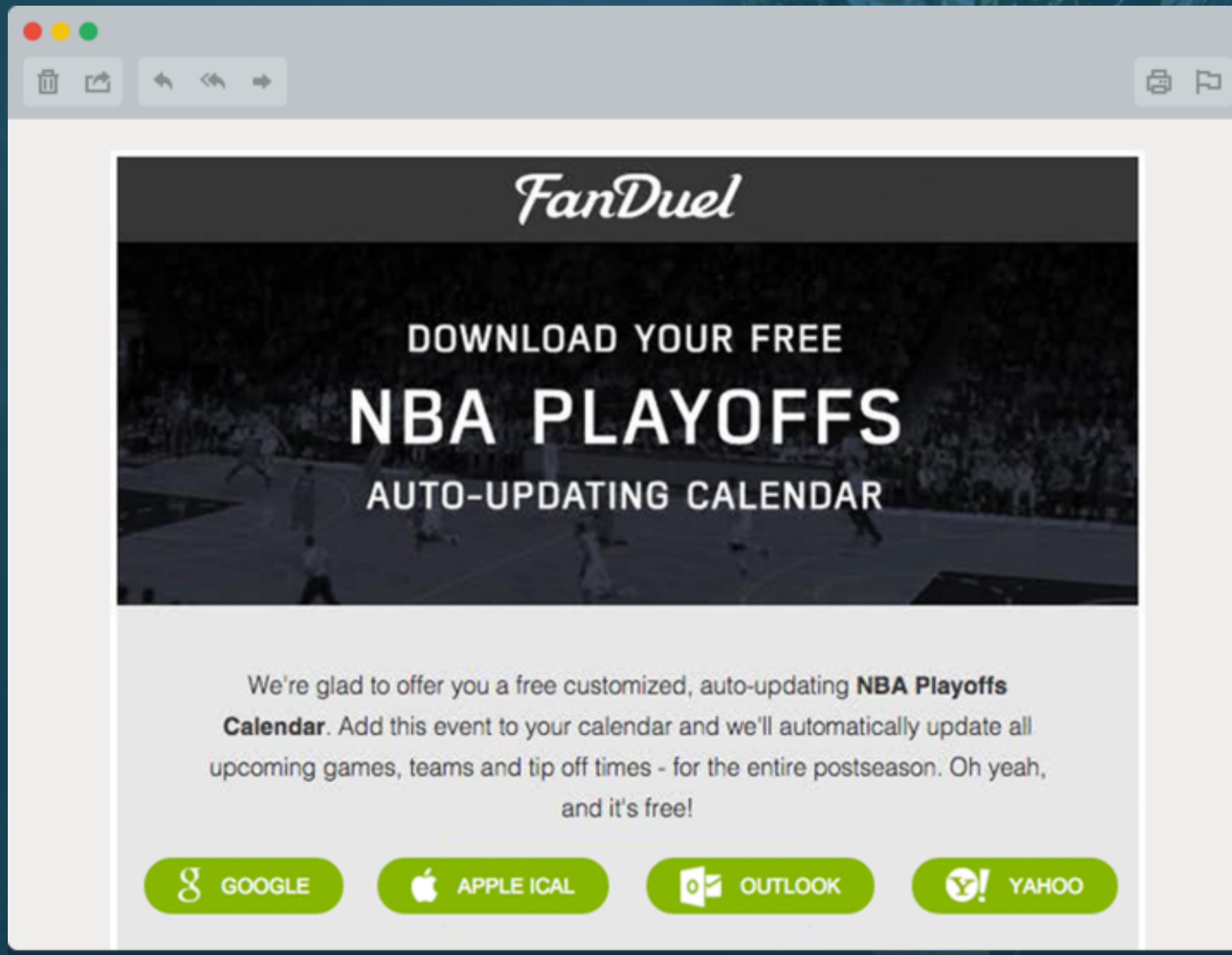




Sweet
Vicious



FanDuel



INVITED TO
MEGA TRIKE NIGHT
ARTIST LOFTS



Mountain Dew®

@MountainDew

Follow

We're only one week away from the Mountain Dew Mega Trike Night! Friday night @ Lacuna Artist Loft Studios evt.mx/mtndew.

11:54 AM - 2 Oct 2015

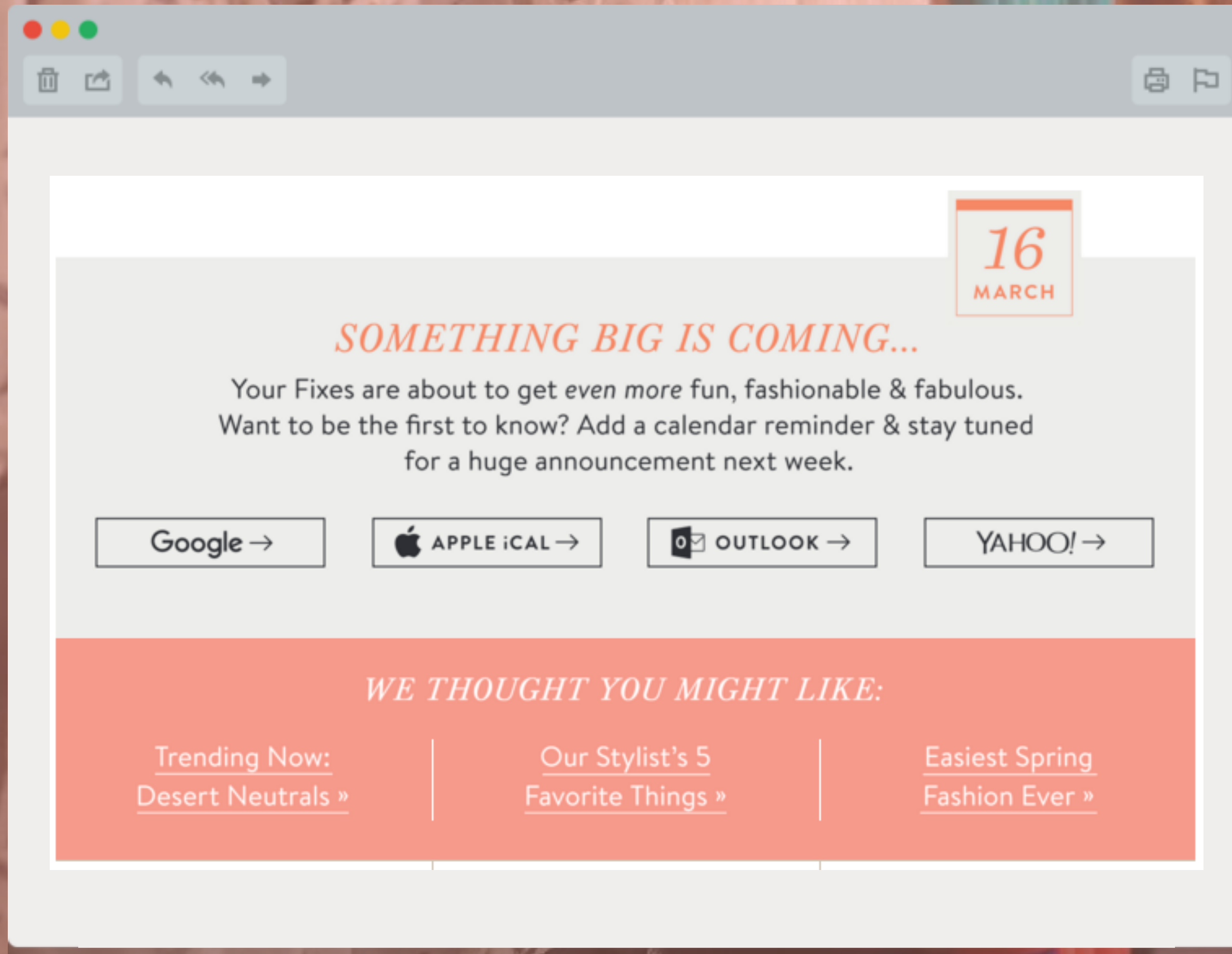


Mountain Dew Mega Trike Night

7:00 pm - Mountain Dew® is bringing you adult big wheel racing with monster truck spirit, American Gladiator personality, and eventable.com



STITCH FIX



A screenshot of a web browser window displaying a Stitch Fix announcement. The browser's address bar is empty, and the page features a light gray background. At the top right, a date badge indicates '16 MARCH'. The main text reads: 'SOMETHING BIG IS COMING... Your Fixes are about to get even more fun, fashionable & fabulous. Want to be the first to know? Add a calendar reminder & stay tuned for a huge announcement next week.' Below this text are four buttons for adding calendar reminders: 'Google →', 'APPLE iCAL →', 'OUTLOOK →', and 'YAHOO! →'. At the bottom, a red banner contains the text 'WE THOUGHT YOU MIGHT LIKE:' followed by three links: 'Trending Now: Desert Neutrals »', 'Our Stylist's 5 Favorite Things »', and 'Easiest Spring Fashion Ever »'.

16 MARCH

SOMETHING BIG IS COMING...

Your Fixes are about to get even more fun, fashionable & fabulous. Want to be the first to know? Add a calendar reminder & stay tuned for a huge announcement next week.

Google →

APPLE iCAL →

OUTLOOK →

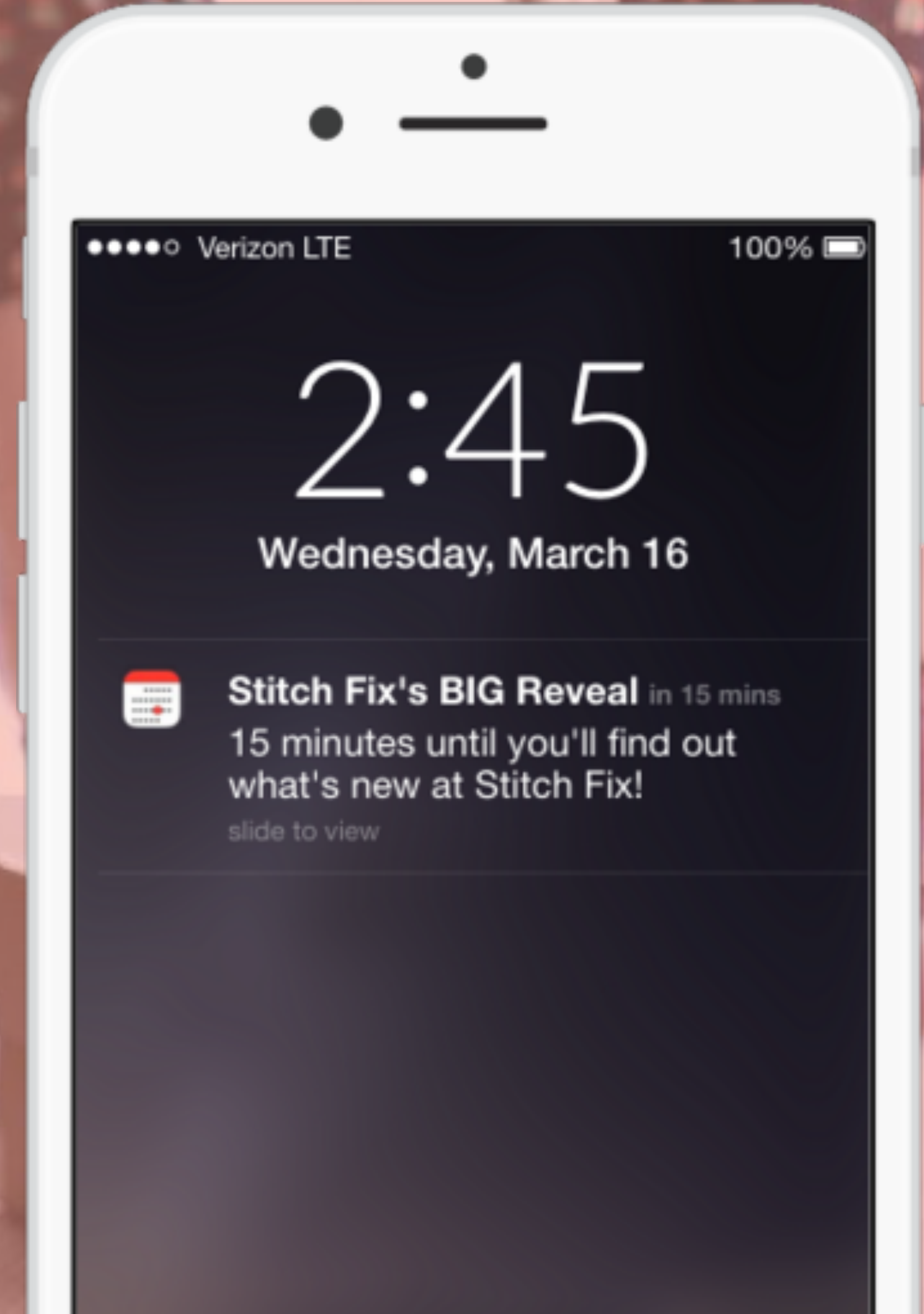
YAHOO! →

WE THOUGHT YOU MIGHT LIKE:

Trending Now:
Desert Neutrals »

Our Stylist's 5
Favorite Things »

Easiest Spring
Fashion Ever »




A screenshot of an iPhone lock screen. The status bar at the top shows 'Verizon LTE' and '100%' battery. The time is '2:45' and the date is 'Wednesday, March 16'. A calendar reminder is displayed: 'Stitch Fix's BIG Reveal in 15 mins' with a red calendar icon. Below the title, it says '15 minutes until you'll find out what's new at Stitch Fix!' and 'slide to view'.

Verizon LTE 100%

2:45

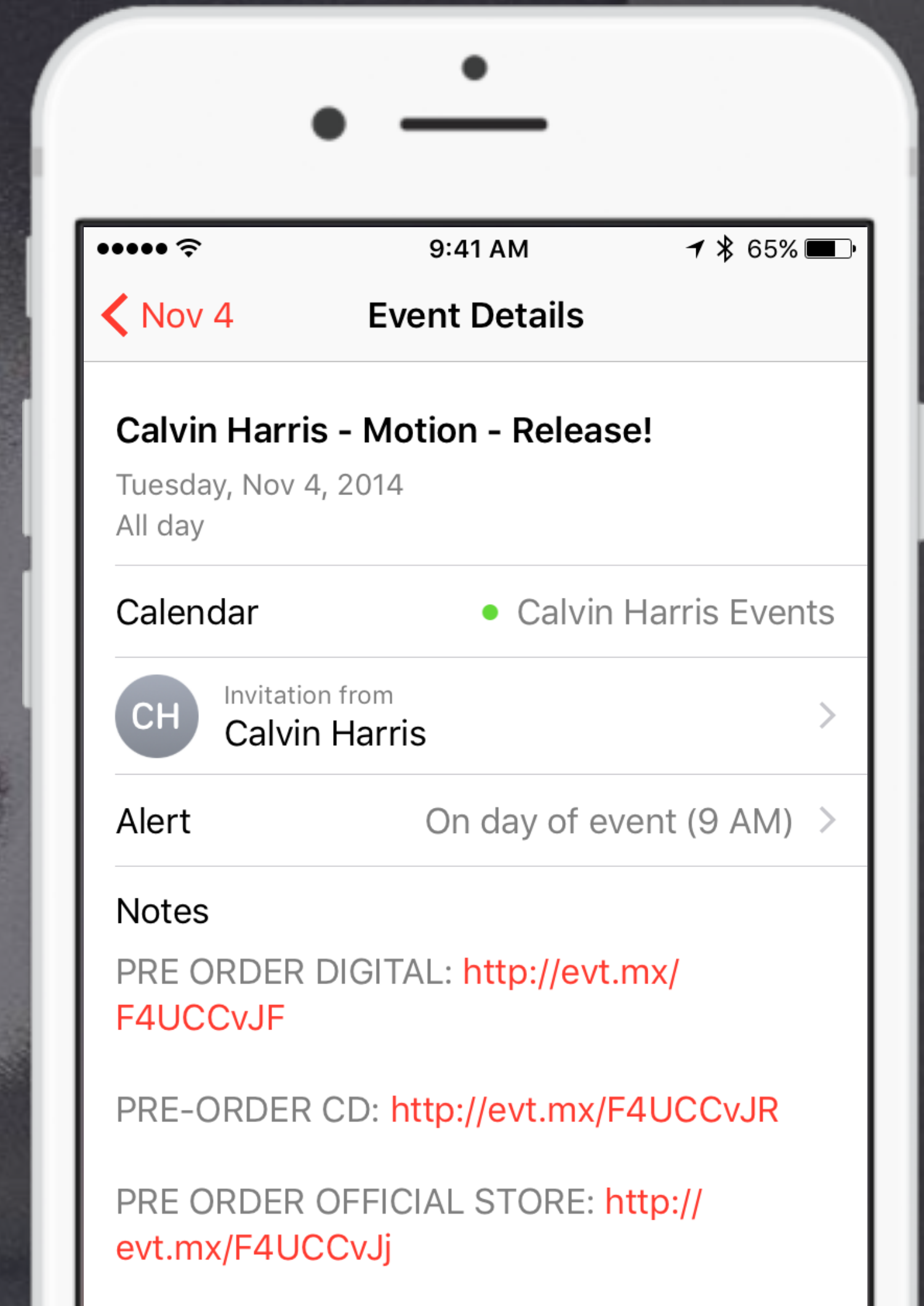
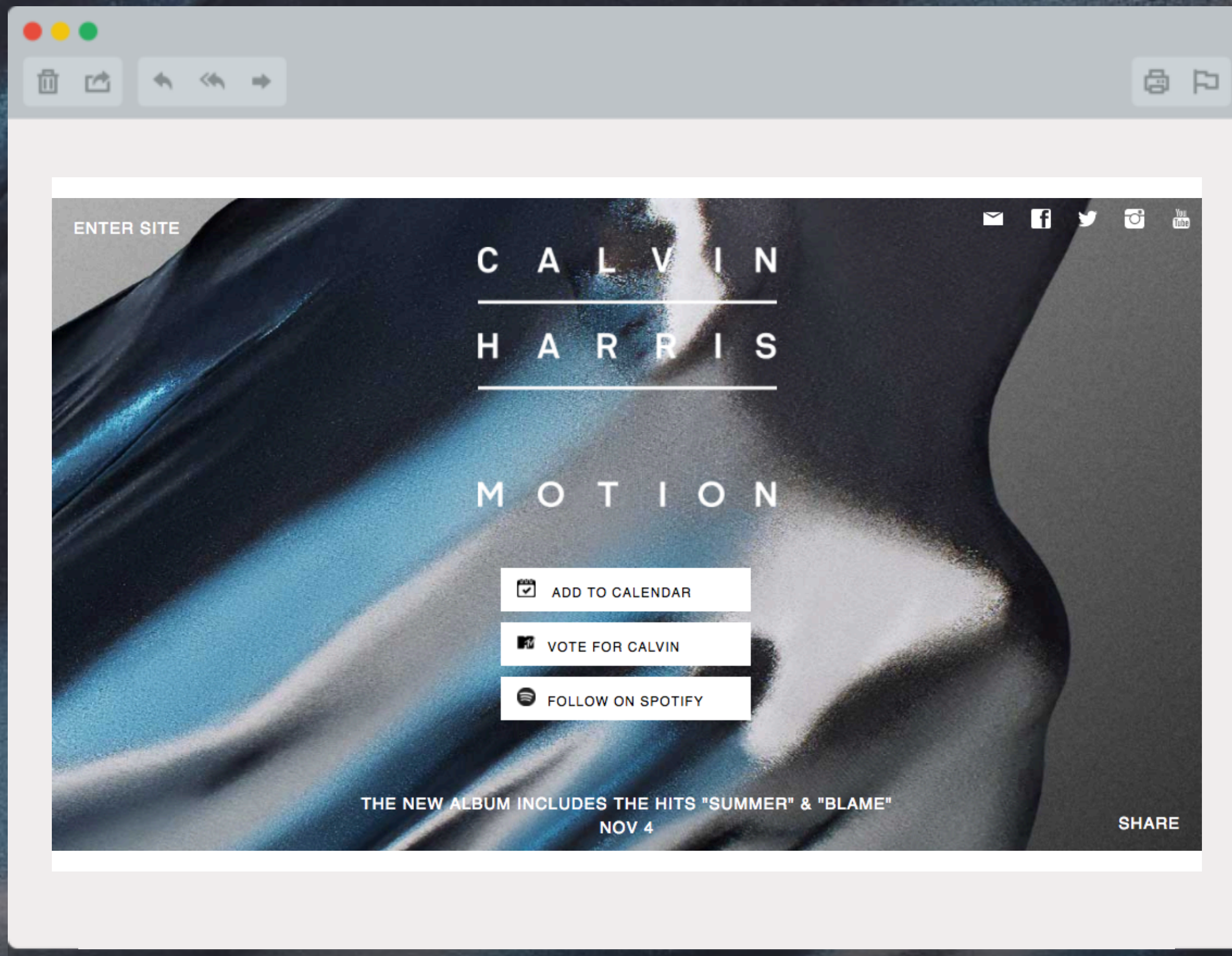
Wednesday, March 16

 **Stitch Fix's BIG Reveal** in 15 mins

15 minutes until you'll find out what's new at Stitch Fix!

slide to view

CALVIN HARRIS





5,000+ BUSINESSES
52 COUNTRIES
1 PLATFORM

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