

# ENGAGE YOUR CUSTOMERS THROUGH THE CALENDAR



People check their calendars an astounding 10 times per day.  
Each instance is an opportunity to connect them with your brand.

## WHAT'S THE BIG DEAL ABOUT CALENDARS?



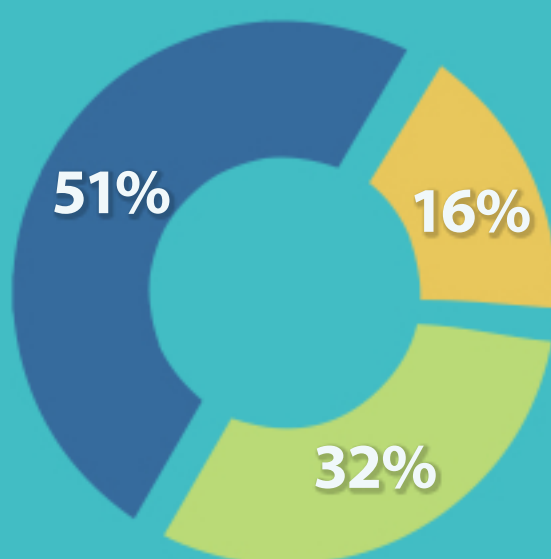
**2.5 BILLION**  
calendar users  
around the world



**MOST USED APP**  
on all devices  
(after email)

calendars are viewed  
**18%** desktop | **82%** mobile

most popular  
**CALENDARS**  
for personal use



people  
check their  
calendars  
**10 times**  
per day

## HOW CAN EVENTABLE HELP?

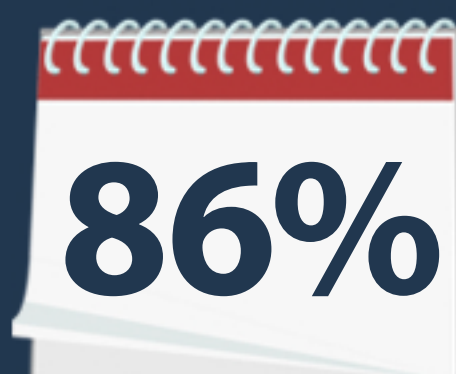


**100X** LIFT IN CTR  
(click through rate)  
vs. digital media avg



**99%**  
retention  
over six-months

view each event  
**15 times**  
on average



more likely  
to take  
action

Eventable enables today's most innovative brands and marketers to communicate with their customers through native calendar platforms. As the leading provider of calendar-based marketing solutions, Eventable has served experiences for over 10,000 businesses worldwide.

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