



# How Micepad Helped Experian Increase Engagement by 200%

# Case Study

## Experian

### The Client



One of the 'Big Three' credit-reporting agencies in the world, Experian serves more than 25 million US businesses and over 235 million individual US consumers.

Experian is a partner in the UK government's Verify ID system and USPS Address Validation.

# Case Study

## Experian

### **The Challenge**

Every year, departments take turns organising the Asia Pacific Sales Conference, a massive event for all offices in the region. The organising department's goal is to outdo the previous team.

2019's Sales Conference was looking great – it was set in Bali, at a renowned hotel with 5-star reviews, authentic Balinese cuisine, and boasted a panel of top management and company leaders for speakers.

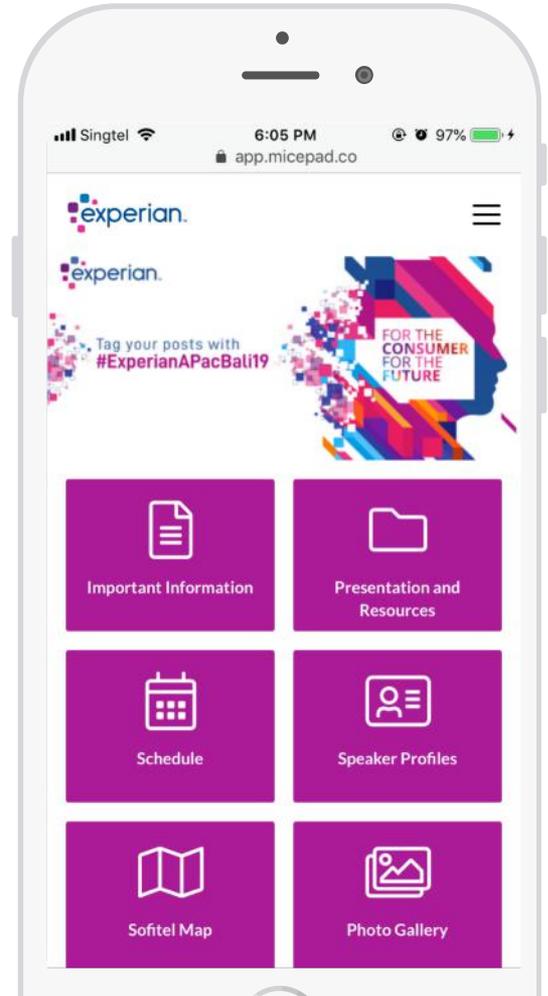
However, they wanted more.

# The Solution

Pamela, Internal Communications Manager, was introduced to Micepad through a mutual acquaintance.

Experian had not used an event app prior to this, but she wanted to push the envelope and make 2019's conference one to remember.

*"We were interested in the photo gallery and polling. It's a lot more fun when you can get the audience's opinion."*



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### The Results

The conference proceeded smoothly from start to finish. Attendees were very enthusiastic about sharing their photos and the app's note-taking feature.



**800+**

**Polls  
answered**



**100%  
more**

**Photos  
taken**



**200%  
more**

**Surveys  
collected**

“

Working with Micepad was a breeze and a great experience. Would be great to see further enhancements next year that allows us to upload video onto the platform just like how photos are uploaded.

”



Pamela Chew,  
Internal Communications Manager

EXPERIAN ASIA PACIFIC

A STAR IS BORN

Want to take your event to the next level too?

Let Micepad show you how

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