

Micron

WHO ARE THEY?

As the leader in innovative memory solutions, Micron delivers technology that is transforming how the world uses information. For nearly 40 years, Micron has been instrumental to the world's most significant technology advancements, delivering optimal memory and storage systems for a broad range of applications.

PROBLEM

Despite having what they thought was good booth set-up, demos and attractions, traffic to the Micron booth at VM World 2016 was disappointing. The investment in having a presence at the trade show was not justified by the number of leads acquired at the show.

Booth staff were unable to generate adequate enthusiasm and excitement to draw people, and became additionally unmotivated by lack of traffic to the booth.

SOLUTION

Engagify provided a three-prong approach:

- Specialized booth training for Micron employees
- A customized Infotainment presentation delivered 5x/day
- Engagement Specialists to scan all attendees who witnessed the presentations

5x

Custom Presentations
5 times a day



Training for booth staff



100% Increase
in qualified leads



4x more traffic
at trade show

**"...what sets Engagify apart...
they offer a complete package."**

Matt Wokas

Strategic Marketing Manager
Micron

Read more at:

[Engagify.ai](https://www.engagify.ai)

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