

Text voting achieves 92% participation at B2B event

Business need

To allow delegates at meetings or business conferences to respond to a poll in real time.



The solution

Award night attendees were invited to vote for the Marketing Moment of the year by texting **WIN** followed by their choice to **62233**.

Votes were collected and accurately counted using Incentivated's text voting platform, which came up with final numbers and revealed the winner.

Responses were turned into verbal announcements as well as published on a mobile site.

Results

513

votes were received
from an audience of
560

92%

response rate