

The Fintech Data Wall by La Place

Customer:

GL Events
Paris, France

Industry:

Events/Finance

Needs Expressed:

- Provide real-time data to monitor market trends
- Inform the French fintech community with company data
- Interact with participants during events on live news coverage

Benefits Realized:

- Support marketing teams in promoting Fintech nationwide
- Improve accuracy of the data shared on the state of Fintech
- Increase attractiveness of the services provided by GL Events

Learn More

> Request free demo
<https://invyo.io/>

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GL Events

Case study: GL Events leverages the power of data visualization

Customer Story

La Place by GL Events is located at the former French stock exchange where more than 150 Bank, Finance, Insurance and Tech events were organized in 2017. With around 200,000 decision-makers, it is by far the most important meeting point for industry experts in France.

Context

The marketing team was looking to leverage the power of data visualization to provide best-in class data to the French fintech community in France. They found no other solutions that were able to combine both industry centric data with adaptable and dynamic interface.

Solution

In 2018, a limited version of INVYO's data platform was built for GL Events and designed specifically for display purposes. Data were then integrated through INVYO's API to ensure a live coverage of market trends and company data.

Results

GL Events reported very positive feedbacks on the value added of such data to keep track of the latest trends in the industry. Marketing teams are now using it as a powerful communication tool to promote the changes happening in the industry. Thousands of attendees also came across the data wall during the first year.