

DRIVING GLOBAL BRAND GROWTH



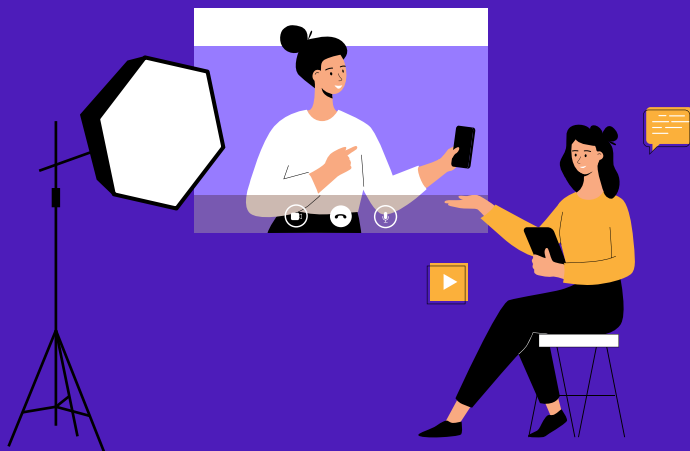
THG Ingenuity, a leading e-commerce solution provider, helps global brands like **Myprotein** and **Holland & Barrett** scale through technological innovation.

CHALLENGES: SCALING ENGAGEMENT



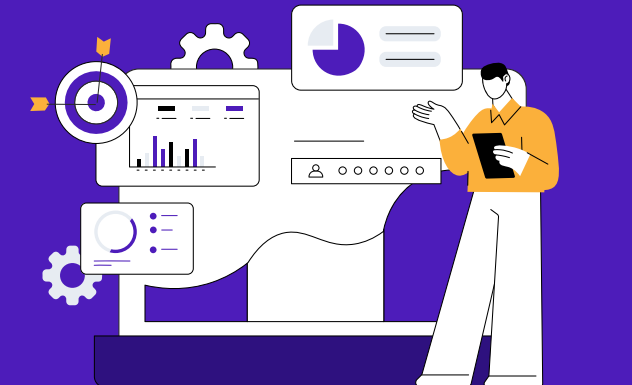
TARGETING

Difficulty identifying and engaging senior decision-makers.



EVENT MIX

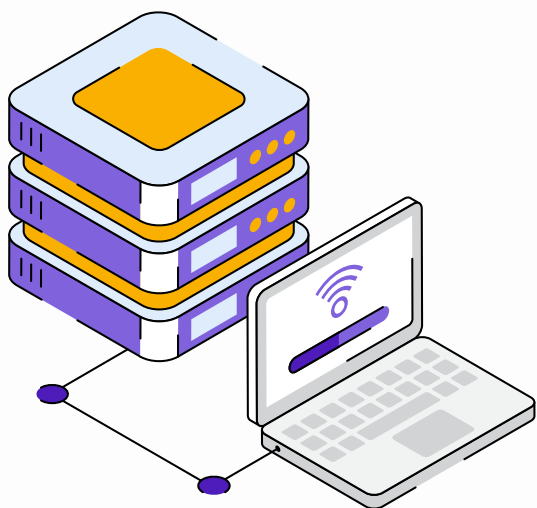
Managing a diverse mix of warehouse tours, studio sessions, and global webinars.



DATA

Tracking lead touchpoints across multiple systems without losing insights.

SOLUTION: ZOHO BACKSTAGE + ZOHO ECOSYSTEM



UNIFIED TECH STACK

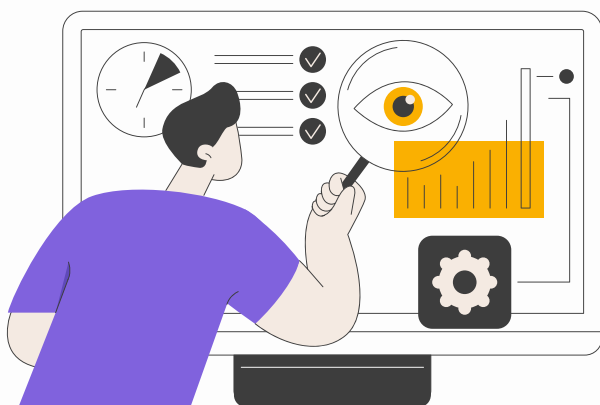
Connecting Zoho Backstage to Zoho CRM and Zoho Marketing Automation for automated lead syncing.



30+

Global Events
Managed

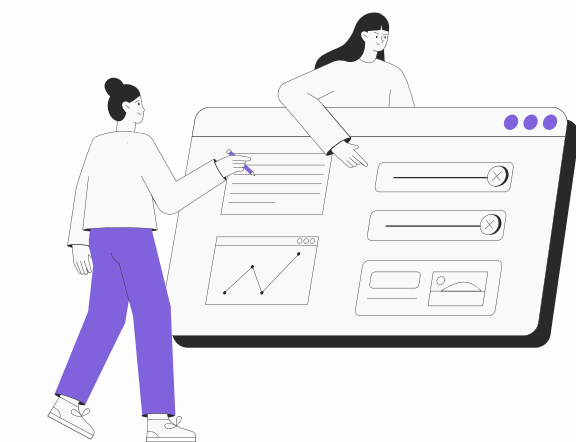
Successfully scaling operations across the UK and overseas markets.



360° LEAD VISIBILITY

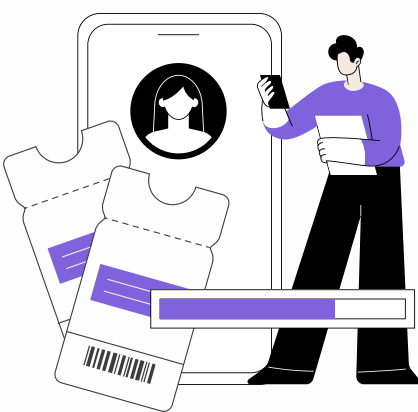
Using complete touchpoint histories to drive personalized, targeted email nurturing journeys.

THE IMPACT



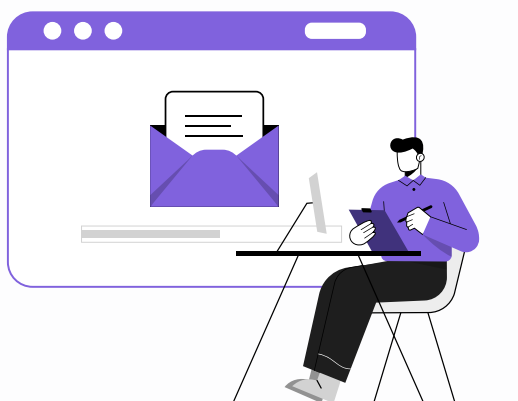
EXPERIENCE

Quickly launch microsites with registrations and speaker management.



HYBRID

Ticketing and badge scanning for in-person; seamless webinars via Zoho OnAir.



NURTURE

Automated journeys based on event participation and audience profile.



EFFICIENCY

One system to track engagement and drive long-term growth.



Zoho
Backstage