



Freshworks Drives High-Impact Webinar Registrations Through Market Wavegen's Campaign Execution

Powered by SIRS™, Intelligent Database ABM™, and Mantech Mark™ Validation Workflows

Campaign Type: Webinar Registration + Event Enablement

ABOUT THE CLIENT

Freshworks is a global customer engagement and business software company serving fast-growing and enterprise organizations worldwide. Their marketing teams regularly run regional and global webinars to drive pipeline engagement and product adoption. The campaign focused on driving webinar registrations and ensuring high attendance through structured promotion and reminder workflows.

AUDIENCE PROFILE

The campaign supported Freshworks' event marketing and regional growth teams, including roles involved in:

- Event marketing
- Demand generation
- Regional marketing
- Campaign operations



"Proactive support in driving webinar registrations has been outstanding, contributing significantly to the success of our events."

- Channel Marketing Specialist, Freshworks



ABOUT THE CONTACT

The engagement was led by Freshworks' Channel Marketing Specialist, responsible for webinar execution and regional campaign performance.

THE INITIATIVE / CHALLENGE

Core Questions

- How do we drive consistent registrations for regional webinars?
- How do we ensure attendees actually show up for sessions?
- How do we manage reminders and follow-ups at scale?

The Initiative

Freshworks wanted to increase webinar registrations and improve attendance rates using structured campaign execution and reminder-based engagement workflows.

The Challenge

Freshworks needed:

- Reliable registration volume for webinars
- Timely reminder campaigns before sessions
- Smooth coordination between promotion and delivery
- Consistent execution across regions

WHY MARKET WAVEGEN

Freshworks selected Market Wavegen for its:

- Proven ability to drive event registrations
- Strong operational execution for webinar campaigns
- Proactive communication and follow-up management
- Dependable delivery and campaign coordination

DECISION FACTORS

- Campaign execution reliability
- Registration-focused outreach workflows
- Reminder and follow-up orchestration
- High responsiveness and coordination

OUR APPROACH

Campaign Type: Webinar Promotion + Registration Enablement Program

Frameworks Used: SIRST™, Intelligent Database ABM™, Mantech Mark™ Campaign Workflows

EXECUTION SUMMARY

1 Promotion Alignment

- Launched webinar-focused promotion campaigns
- Aligned messaging to regional audience segments

2 Quality Enhancement

- Ensured accurate targeting for relevant audiences
- Maintained clean and ready-to-use registration lists
- Structured outputs for smooth handoff

3 Feedback Integration

- Adjusted outreach based on registration flow
- Incorporated client feedback during the campaign
- Optimized cadence for reminders and follow-ups

4 Timely Communication

- Scheduled reminder emails 1 hour and 15 minutes before sessions
- Maintained consistent coordination before each webinar

PROCESS FLOW



KEY TACTICS

- Webinar audience targeting
- Registration-focused outreach
- Reminder-based engagement
- Structured delivery timelines

CAMPAIGN RESULTS

Metric	Result
Registration Volume	Strong and consistent turnout
Attendance Readiness	Improved via reminder workflows
Campaign Execution	Smooth and on-schedule delivery
Client Feedback	Highly positive and appreciative
Collaboration	Ongoing webinar support planned

IMPACT SUMMARY

- Freshworks achieved strong webinar registration performance
- Reminder workflows improved session readiness
- Campaign execution reduced operational overhead
- Coordination and delivery confidence increased

SUCCESS NOTES

- Market Wavegen was asked to manage reminder schedules
- Registration lists were actively used before sessions
- The team received strong appreciation for execution support

Thanks for your phenomenal support in driving registrations.”

- Channel Marketing Specialist, Freshworks

OUTCOME SUMMARY



ABOUT MARKET WAVEGEN

Market Wavegen supports B2B teams with verified data, signal-driven workflows, and structured delivery.

Our approach blends quality checks, smart targeting, and fast communication to help sales teams work stronger pipelines.

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