

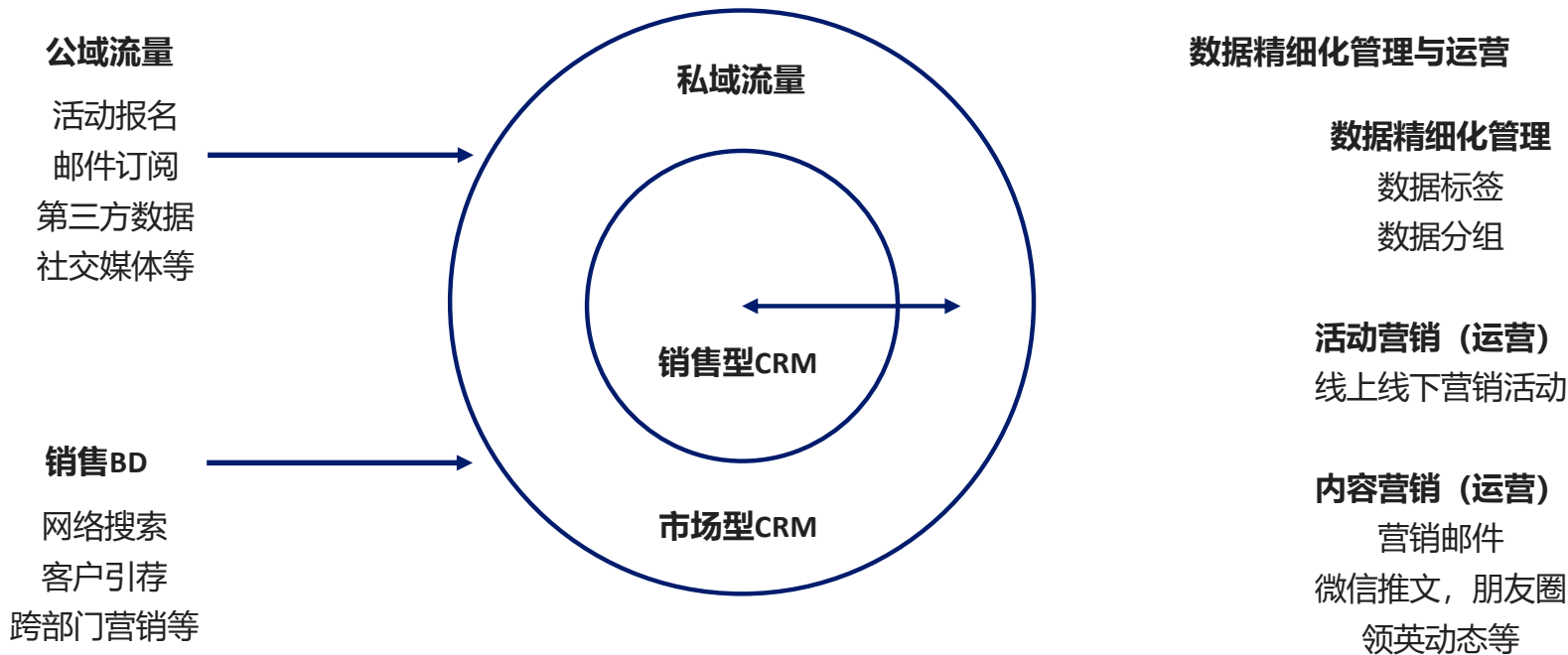


# All-in-One Management Suite

Glue Up CRM一体化云解决方案，从提升自动化和客户关系互动的角色  
帮助企业机构实现以客户为核心的业务转型升级。



# 市场部如何借助科技通过营销手段实现业务增长



通过数据增长和数据管理运营助力业务增长



## 让数据真正为您所用

Glue Up推出的市场型CRM一体化云解决方案，能帮助您在整个客户旅程中，进行数据自动化、智能化便捷管理。



## CRM 企业信息视图

### B2B场景

### ABM (Account based marketing)

### 基于客户的营销

# 强化目标企业关系

识别您重要的企业客户，分析其对  
您组织的收入贡献及创造新商机。

- 公司联系人
- 行业细分
- 数据监控
- 订阅情况
- 互动频率
- 互动追踪
- 标签分组
- 定向营销
- 活跃机会
- 商机管理
- 智能搜索



**NYU - New York University**  
Education  
Exhibitor Sponsor Open

编辑 发送营销邮件 添加备注 添加联系人列表 更多

归属者 William Tucker

hello@nyu.com  
+1-888-218-1354  
70 Washington Square  
South  
New York, NY 10012  
USA

付款 & 账单 +

**\$1,999.12**  
查看1个付款

See 1 payment

**\$2,451**  
待付账单金额

机会(2) +

华为 - 白金赞助商  
关注 RMB 500,000 - Apr 25, 2019

字节跳动-白金赞助商  
关注 RMB 250,000 - Sep 30, 2019

任务 (3) +

Contract Follow-Up  
April O'Neal

Prepare Contract Materials  
April O'Neal


时间轴	数据监控	资料信息	订阅
公司联系人0302 <span>在CRM表上查看</span> <span>+添加联系人</span>			
全名	电子邮箱	电话号码	动作
Emma Miller 总监 <span>演讲嘉宾</span> <span>订阅者</span> <span>关注者</span>	emma.miller@milwakeetransfer.com	1 888 1234 1223	
Alexander B. Cast CMO <span>演讲嘉宾</span> <span>订阅者</span>	alexander.cast@nyu.com	1 445 55112612	
Maria Makarova 业务拓展经理	mmakarova@nyu.com	1 882 1233 9981	
Templeton Peck CMO <span>演讲</span>	tpeck@nyu.sophos.com	1 123 2332 1121	
Antonio Rodriguez 专家	antonio.rodriguez@nyu.com	1 923 4455 1222	
Iria Leis Marketing and Operations <span>订阅者</span> <span>关注者</span>	irialeis@nyu.com	1 122 8888 2233	
Jeffers Miruka PhD. Economics <span>演讲嘉宾</span> <span>关注者</span>	miruka@nyu.com	1 223 5677 9988	
Jingshu Ji PhD. Economics <span>演讲嘉宾</span> <span>关注者</span>	olivaji@nyu.com	1 223 5677 9988	
Bruno Liebana PhD. Literature & History <span>演讲者</span> <span>关注者</span>	brliebana@nyu.com	1 223 2233 3442	


## CRM 联系人视图 B2C 场景

### 与目标客户深入互动

实时可视化、快速地了解您CRM联系人的各自动态，如活动的参与、营销邮件、销售等信息

- 联系人信息
- 互动历史
- 数据监控
- 偏好管理
- 订阅情况
- 标签分组
- 商机管理
- 付款 & 发票
- 我的任务

 **Emma Miller** ☆  
CMO at Milwaukee Transfer Co.  
[发送消息](#) [赞助商](#) [订阅](#)

归属者  **William Tucker** ✎

[编辑](#) [发送营销邮件](#) [添加备注](#) [添加进联系人列表](#) [更多](#)

[emma.miller@milwaukeekeetransfer.com](mailto:emma.miller@milwaukeekeetransfer.com)

[+1-888-218-1354](tel:+18882181354)

[1775 Tysons Blvd, 5th Floor](#)  
Tysons, VA 22102  
United States

付款 & 账单 +

**\$1,999.12**  
付款 (最近365天)

[查看1个付款](#)

**\$2,451**  
待付账单金额

机会(2) +

华为-白金赞助商  
[详情](#) RMB 500,000 - Apr 25, 2019

字节跳动-白金赞助商  
[详情](#) RMB 250,000 - Sep 30, 2019

任务 (3) +

Assign Contact Owner - Follow up for Golden Sponsorship  
April O'Neal ✎ 🗑️

Review Bytedance Sponsorship  
April O'Neal ✎ 🗑️

时间轴 数据监控 资料信息 订阅

活动

**21**  
已注册的活动

- 29% 已删除(6)
- 14% 未签到(3)
- 57% 已签到(12)

共21场已注册的活动 - 最后一场活动在12天前 [查看所有活动详情 >](#)

邮件营销

**162**  
已发送

- 2% 退回(2)
- 87% 已打开(162)

共21场已注册的活动 - 最后一场活动在12天前 [查看所有活动详情 >](#)

活动名称	活动日期	状态	签到状态	门票
The localization of Global Marketing & Ev...	09/26/2019 (3 PM - 6 PM)	激活	未签到	Insight Pr (Standard)
Global Trends in Marketing Automation...	09/02/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Summer Networking	08/22/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Great Leadership Forum	07/02/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Branding and Strategic thinking for the...	06/31/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
Once upon a time in Marketing - An Ov...	09/02/2019 (3 PM - 6 PM)	已结束	已签到	标准门票
21 Total Registered Events - Last Event happened 12 days ago				<a href="#">See all event activities &gt;</a>



## CRM 控制面板

### B2B/ B2C

# 集中管理商机

一体化平台集中管理CRM联系人参与的活动、商机和互动历史，并对接销售旅程。

- 新增企业信息
- 新增联系人
- B2B活跃机会
- B2C活跃机会
- 我的任务
- 定制化的控制面板

新增联系人	过去的30天	新公司	过去的30天	新机会	新机会总价值			
1,316 新增联系人 13,007 Total Contacts	879 新公司 11,426 Total Companies	458 新机会 13,007 Total Contacts	\$30,316 总价值 498 Open Opportunities					
<a href="#">查看所有联系人 &gt;</a>	<a href="#">查看所有新公司 &gt;</a>	<a href="#">查看所有新机会 &gt;</a>	<a href="#">查看所有总价值 &gt;</a>					
最近添加的联系人				近期添加的公司				
姓氏	名字	电子邮箱	手机号码	动作	公司名称	电子邮箱	动作	
	Emma	Miller	emma.miller@milwakeetransfer.com	1 888 1234		Peak Ltd.	emma.miller@milwakeetransfer.com	
	Alexander B.	Cast	alexander.cast@nyu.com	1 445 5511		Freeman & Associates Holdings ...	alexander.cast@nyu.com	
	Maria	Makarova	mmakarova@nyu.com	1 882 1233		Steering Chemical Co.	mmakarova@nyu.com	
	Templeton	Peck	t.peck@nyu.sophos.com	1 123 2332		Avery Insurance Inc.	t.peck@nyu.sophos.com	
	Iria	Leis	irialeis@nyu.com	1 122 8888		Lucky Ball Entertainment Co.	irialeis@nyu.com	
	Antonio	Rodriguez	antonio.rodriguez@nyu.com	1 923 4455		Springfield Travel Medicine & Sup...	antonio.rodriguez@nyu.com	
	Vijay	Benhur	ceo@nyu.com	1 978 1109		Invision Lab Co.	ceo@nyu.com	
<a href="#">查看所有联系人 &gt;</a>				<a href="#">查看所有公司 &gt;</a>				
指派给我的公司				指派给我的联系人				
公司	国家/地区	联系人	动作	姓氏	名字	电子邮箱	公司	动作
	NYU - New York Univer...	USA	Ekaterina Vaulina		Miguel	Morales	m.morales@nyu.com	NYU - New
	Orange	France	Rosa Parker		Khalil	Shabbir	kshabbir@microsoft.com	Microsoft
	Coach	USA	Ekaterina Vaulina		Maria	Guiard	communications@ced.com	Conference
	British Petroleum	UK	Ekaterina Vaulina		Cindy	Chen	cindy.chen@alibaba.com	Alibaba Inc
	Virginia Tech	USA	Paul Raiser		Svetlana	Tetryakov	sveta.tetryakov@mcb.com	Moscow Cc
	Antonio	antonio.rodriguez@nyu.com	Binoy		Antonio	Rodriguez	antonio.rodriguez@nyu.com	NYU - New
	Vijay	ceo@nyu.com	1 978 1109 2294455 1222		Vijay	Benhur	ceo@nyu.com	1 978 1109
<a href="#">See All Contacts &gt;</a>				<a href="#">See All Contacts &gt;</a>				



## B2C CRM 商机

# 将商机转化为收益

快速搜索联系人信息，并储存在不同的细分列表；通过个人和企业的CRM追踪工具，高效地跟进每一位潜在客户。

- 销售漏斗一目了然
- 企业信息和联系人信息实时同步
- 识别每一阶段的商机
- 统一管理所有备注与标记
- 销售预测

The screenshot displays a CRM interface for managing sales opportunities. At the top, there's a search bar and a '+ Add Opportunity' button. The main area is divided into columns representing different stages of the sales funnel:

- QUALIFIED** (\$50,000.00): Includes 'Mount sinai medic serv...' (\$150,000.00) and 'Spanish chamber of co...' (\$50,000.00).
- PROPOSITION** (\$50,000.00): Includes 'Wellington international ...' (\$50,000.00).
- NEGOTIATION** (\$8,000.00): Includes a placeholder '+ add or drag opportunity'.
- CLOSED WON** (\$82,922.01): Includes 'British motorsport festiv...' (\$5,000.00), 'World trade centers assoc...' (\$30,000.00), and 'Dadventures' (\$8,000.00).
- CLOSED LOST** (\$50,500.00): Includes 'The pearl project' (\$12,000.00), 'KH Lloreda' (\$36,000.00), and 'Sunspot tech' (\$2,500.00).

A 'Deal Overview' modal is open for 'Invest BCN', showing the following details:

- Deal Overview** (Close X)
- Invest BCN** (Close Date: Oct 13, 2019, \$8,000.00)
- Owner:** Miguel Morales
- Actions:** Edit info, Send email, Add note, Add Proposal, More
- Opportunity ID:** 10000023
- Account Name:** Joseph Campbell
- Stage:** Closed Won
- Probability (%):** 70%
- Date Created:** Aug 22, 2019
- Opportunity Source:** Events
- View Full Profile >**



## 您的活动营销是否困难重重？

Glue Up平台中的活动管理模块，可减少您使用多重软件工具导致的流程繁琐与数据不互通等问题，全方位助力您的高效协作与管理，让平台数据真正为您所用并发挥其价值和效用。





# 活动营销自动化全流程

## 活动前

### 策划与设计

创建活动落地页  
(支持模板创建)  
自定义注册表单  
多语言个性化设置

### 宣传与注册

官网、手机App  
营销邮件(邀请函、  
确认函、提醒函)  
及数据追踪  
活动页一键分享到社  
交媒体(领英、微信  
微博、facebook等)  
注册信息收集

## 活动中

### 线下与线上

线下活动:  
PC、手机端一键签到、胸卡打印  
App实时活动信息查看与更新  
现场注册信息快速收集  
线上活动:  
组织方、赞助方logo展示  
演讲嘉宾信息展示  
嘉宾互动交流、社群互动  
文件实时共享

## 活动后

### 跟进与持续互动

活动关键指标数据,快速统计  
(报名人数、参会人数),  
支持导出到Excel  
调查问卷或感谢函  
CRM贴标签  
支持智能列表(具有一种或多  
种属性标签的数据自动汇总)



## 活动控制面板

# 活动价值层层展现

追踪每场活动的参会者，赞助商销售损益信息，以及营销邮件的效果

- 活动数据监控
- 活动时间轴
- 项目进程管理
- 营销邮件数据
- 财务收支管理
- 收益明细

### 活动数据监控

<p>2346</p> <p>接近</p> <p>↑ 15%</p>	<p>接近</p> <p>+\$ 0.2M</p> <p>盈利及亏损</p> <p>↑ 23%</p>
<p>87%</p> <p>CHECKED IN</p> <p>1984 现场注册</p> <p>362 现场注册</p>	<p>20.8k</p> <p>预订</p> <p>78% 已收到(16.2k)</p> <p>28% 已打开(5.8k)</p>

### 未支付的参会者

<p>Anthony LaGuardia</p> <p>Iberia Airlines - CMO</p> <p>金额</p> <p>USD 1,500</p>	<p>Joseph Lompert</p> <p>Skoda - GM APAC</p> <p>金额</p> <p>USD 1,500</p>	<p>Lidia Colombo</p> <p>Jenkins Hospital - HGM</p> <p>金额</p> <p>USD 1,500</p>	<p>Bob Burton</p> <p>Milwaukee Transfer - BD APAC</p> <p>金额</p> <p>USD 1,500</p>
--	---	---	--

### 请求发票

<p>#670877</p> <p>Jessie Xie</p> <p>Coca-Cola Co. - Marketing Manager APAC</p>	<p>#340044</p> <p>Miquel Barcelo</p> <p>Sa Costa Hotels &amp; Resorts - CMO</p>	<p>#233003</p> <p>Joseph Wurtz</p> <p>Steering Chemical Co - PR &amp; Communicat</p>	<p>#151340</p> <p>Stephanie MacAllister</p> <p>Gottlieb Musical Inc. - Business Developm</p>
--	---	--	--

### 邀请&通知邮件

<p>Barcelona Marketing Summit 2019 is Coming Soon!</p> <p>已发送 September 28, 2019 7:36 PM</p>	收件人	已打开	已点击	
<p>Promote your brand! Don't Miss our Sponsorship Packages</p> <p>已发送 September 22, 2019 10:11 PM</p>	收件人	已打开	已点击	
<p>What to expect on Paris Marketing Summit 2019? Check out...</p> <p>已发送 September 18, 2019 7:36 AM</p>	收件人	已打开	已点击	
<p>Autumn Season is coming!</p> <p>已发送 September 11, 2019 6:32 PM</p>	收件人	已打开	已点击	

### 分配给我的任务

<p>设置账户-九月活动</p> <p>分配给冯超</p> <p>CRM Nov 2, 2019 - 8 AM</p>	
<p>为APAC进行数据分类</p> <p>分配给冯超</p> <p>活动 Nov 2, 2019 - 8 AM</p>	
<p>赞助方案跟进</p> <p>分配给冯超</p> <p>活动 October 6, 2019 - 11 AM</p>	
<p>赞助方案跟进</p> <p>分配给冯超</p> <p>电邮 Sep 22, 2019 - 6 PM</p>	

### 我添加的任务

<p>设置账户-九月活动</p> <p>分配给杨洪洋</p> <p>CRM Nov 2, 2019 - 8 AM</p>	
<p>最终市场招募</p> <p>分配给赵红</p> <p>活动 Nov 2, 2019 - 8 AM</p>	
<p>华南活动策划</p> <p>分配给李兵</p> <p>活动 October 6, 2019 - 11 AM</p>	
<p>华南活动策划</p> <p>分配给梁静</p> <p>电邮 Sep 22, 2019 - 6 PM</p>	

查看详情 >

查看所有发票请求 >

添加任务 >

添加任务 >

查看全部已发送的营销邮件 >




## 活动页面

# 可个性化的活动模版

轻松地拖拉拽创建活动页面，移动端和电脑端自由适配展示，一体化全方位打造品牌。


- 定制化活动模板
- 优先适配移动端设计
- 活动蓝图 Blueprints®
- 每个活动页面可随时复制
- 多语种支持
- 注册报名自定义
- 2分钟轻松创建活动页面



**Stroopwafel Frappuccino**

Stroopwafel Frappuccino is perfect for large-scale events and conferences. The polished interface is able to incorporate multi-track agendas and large promotional photos.


[Select](#) [Preview](#)



**Café Mocha**

Café Mocha is specifically designed for webinars and technology-related events. Attendees can easily view critical event information including an event countdown clock.


[Select](#) [Preview](#)



**Americano**

Americano is great for showcasing a product or venue. The single-page layout is ideal for small events and giving prominence to key event information.


[Select](#) [Preview](#)



**Café Cubano**

Café Cubano is designed for showcasing an event speaker. The single-page layout is also good for displaying bold photos that capture attention.


[Select](#) [Preview](#)



**Espresso**

Espresso is extremely useful for professional one-day events. The single-page template also lets organizers highlight their own banner images.


[Select](#) [Preview](#)



**Noisette**

Noisette is the go-to favorite for many chambers of commerce and professional organizations. The interface is efficient and functional due to its simple panel displays.


[Select](#) [Preview](#)



**Iced Latte**

Iced Latte is often used for vibrant event pages with multiple color settings. It especially draws attention to event sponsors and co-organizers.


[Select](#) [Preview](#)



**Caramel Macchiato**

Caramel Macchiato is regularly used for medium-sized events. The template is designed for occasions that require large amounts of informational content.

[Select](#) [Preview](#)



**Lemon Tea**

Lemon Tea is regularly used for medium-sized events. The template is designed for occasions that require large amounts of informational content.

[Selected](#) [Preview](#)

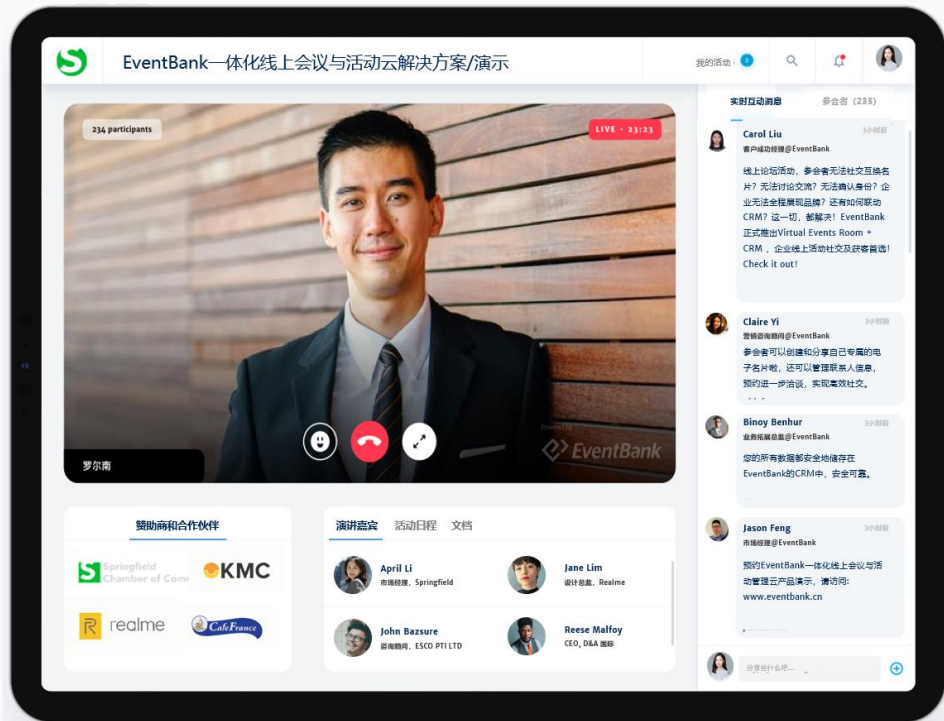


## 差异化的线上活动

# 高效管理线上会议 不断优化会议体验

打造高端大气、无缝连接的参会体验，参会者可轻松观看现场演讲、获取活动议程，并在线上活动与他人随时沟通。

- 线上会议落地页工具
- 优秀的合作伙伴宣传效果
- 自定义报名表单
- 专属会议室
- 一对一直接沟通

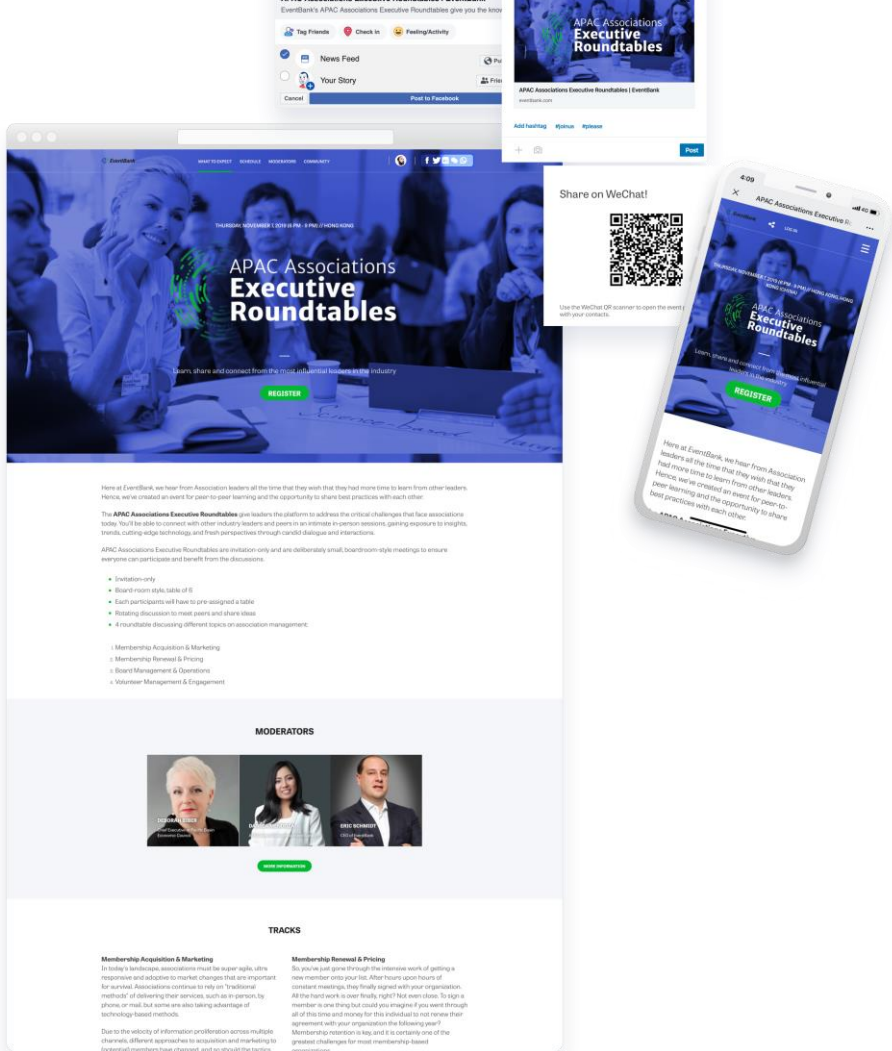


## 活动营销

# 让您的活动脱颖而出

随时在活动页面加入社交媒体的分享标识，或通过开放的API接口，使活动在多种途径展示，以确保活动传播效果。

- 国内外社交媒体分享
- 活动数据监控
- 营销邮件数据反馈详情
- 活动提醒推送



## 活动执行

# 快速扫码无纸化签到

VIP用户和现场注册通过不同的胸牌  
解决方案均可实现快速签到

- 移动端与电脑端两种模式签到
- 实时更新签到数据
- 发票申请提醒
- CRM数据实时同步
- 活动前与活动中均可打印胸牌
- 现场注册参会

On Site Check-in  
Driving Member Engagement and Building Communities

155 Not Checked-in  
29 Members

80% Checked-in  
130 attendees

1200 Pre-Registered  
100 Walked-In

300 CHECKED-IN

Not Checked-in (50)

Search by Ticket ID, Name, Email, Company or Phone

Full Name	TICKET	POSITION	COMPANY	CHECK-IN STATUS
Emma Miller	Member Standard Paid #324890007348712	Cmo		Checked-In
Stephanie Lompert	Member Standard Not Paid #324890007346781	Event Marketing Manager	SKK	Check-In
Terry Gilliam	Standard Paid #324890007346645	Marketing Manager	Mpfc Inc.	Print Ticket
Johanna Chen	Vip Early Bird Paid #324890007347717	men Airlines		Check-In
Ivy Zhao	Ticket Name Early Bird Vip Paid #324890007348712	Nome Design		Check-In
Klemen Selakovic	Ticket Name Early Bird Vip Paid #324890007348712	Glue Up Organization		Undo Check-In
Josh Kale	Just Checked-In!	Barça Inc.		Print Ticket
Sol Han	Standard Paid #221212221222111	Miniso Inc.		Check-In



## 调查问卷

# 活动成果评估

快速创建调查问卷、问答及投票，帮助您评估活动成效，获取参会者反馈，为下次的活动实现提升与优化。

- 便捷设置
- 专业化问题示例
- 不限制问答形式
- 可插入图片问题
- 问题设置评估
- 调查问卷追踪

The image shows a survey management interface. On the left, a dashboard displays three survey cards: 'Active' (Customer Feedback: Help Us Improve, 900/1800 responded), 'Expired' (Marketing Research: Next Season Topics, 900/1800 responded), and 'Draft' (Accounting Webinar: Help Us Improve, 900/1800 responded). The main area shows a detailed view of the 'Active' survey, 'Customer Feedback: Help Us Improve'. It displays a progress bar for 'Response' at 50% (900/1800) and a list of questions with their results. Question 1 asks 'How useful did you find the information provided in the webinar?' with options: Very Useful (54%), Somewhat Useful (87%), Average (54%), Not Very Useful (54%), and Not Useful at All (54%). Question 2 asks 'How likely are you going to recommend this event to anyone else?' with options: Very likely (54%), Likely (45%), I don't know (54%), Not Likely (54%), and Not at all (54%). A 'See Responses >' link is at the bottom. On the right, a preview of the 'Accounting Webinar: Help Us Improve' survey form is shown, featuring a title, date, a thank-you message, and several question types: a short-answer question, a rating question for 'opportunity for questions and interaction', two 'Any additional comments' sections, a rating question for 'overall event experience' (with a star rating scale), and a satisfaction question for 'logistics' (with a 5-point scale).

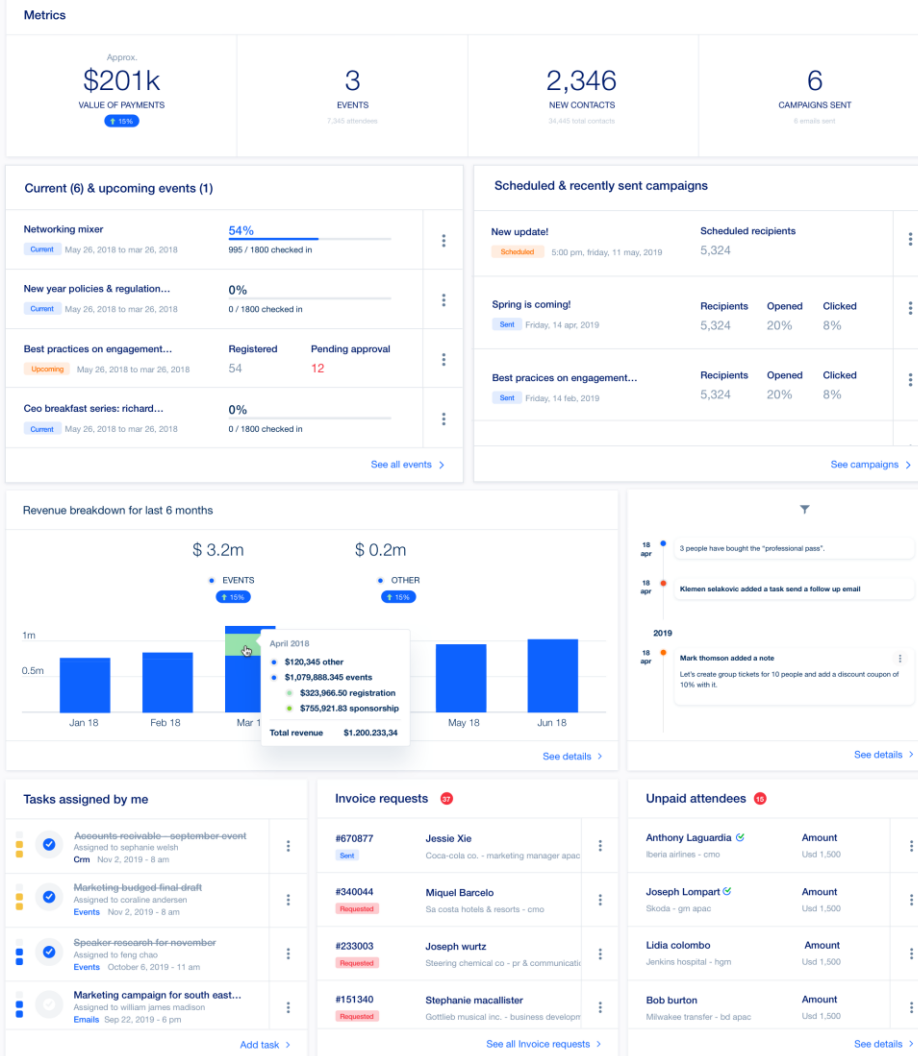


## 数据洞见

# 自动化、可视化、数据化 全流程管理活动

所有的市场营销工作均可集中在统一的平台管理，实时获取最新数据，助力您取得成功。

- 数据监控
- 新增数据
- 活动时间轴
- 项目管理
- 邮件数据反馈





## 邮件营销

# 全渠道高效互动

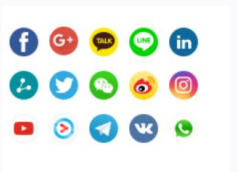
通过智能列表和高级筛选功能细分联系人，简单拖拉拽即可轻松制作和发送个性化的营销邮件。

- 智能列表
- 国内外社交媒体分享
- 营销效果追踪
- 拖拉拽无代码编辑
- 与CRM和注册表单无缝连接
- 白皮书下载
- 留咨问卷
- 品牌一体化
- 高级活动追踪与展示

### 元素



### 布局和设计



选择您喜欢的标志尺寸并对齐，宣传您的活动。

[点击这里编辑您的标志](#)

标识尺寸

小号 (默认)

标识对齐

左侧 (默认)



此处粘贴您的文章的链接 (可选)

**B I A** 标准 选择称呼

尊敬的[givenName,fallback=订阅用户],

根据 Marketo 的报告显示，活动营销占B2B营销预算的50%以上，同时通过活动产生销售线索也居所有市场渠道中获得的线索之首。如何让繁复的营销活动变得简单高效，且ROI转化提升30%呢？马上报名参加“如何提升3-5倍市场活动营销ROI，让结果清晰可见？”为主题的线下活动。

注册

在这里放一个项目



## 邮件营销

# 自动化、可视化、数据化 \*传播安全可控

推广活动与服务，细节化追踪营销邮件的数据，维护健康干净的CRM数据库，同时实现GDPR合规和个人数据保护。

- 点击率、打开率、阅读率
- 良好的Sender Score
- 订阅与取消订阅工具
- GDPR合规与中国CSL合规
- 实时查看营销邮件数据
- 可设置特定人群订阅组

< 返回到营销邮件

邀请函 保存日期

查看营销邮件内容

鼠标悬停在图例上获得更多信息

发送中

发送列表: 菲律宾联系人列表, 越南联系人列表, 香港联系人列表, 柬埔寨联系人列表, 马来西亚联系人列表, 新加坡联系人列表, 泰国联系人列表, 澳大利亚联系人列表, 中国大陆联系人列表, 新西兰联系人列表

列表不包含: 所有团队成员, 取消订阅联系人

为了提高邮件到达率, 请检查并纠正退信列表中的错误邮件地址

197 封邮件地址 封被退回的邮件

926 封错误邮件地址 封邮件已在退信列表中



- 1,984 已打开
- 3,621 未打开
- 30 发送中
- 197 被退回
- 1,347 忽略

收件人

链接活动

总点击次数 (1,258) ▾

链接ID	文本	链接	点击数	UNIQUE CLICKS
1	图片	<a href="https://bit.ly/2kQKaMG">https://bit.ly/2kQKaMG</a>	92 (7.3%)	68 (9.97%)
2	注册	<a href="https://eventbank.com/events/199288">https://eventbank.com/events/199288</a>	929 (73.67%)	521 (76.39%)
3	<a href="https://bit.ly/2kQKaMG">https://bit.ly/2kQKaMG</a>	<a href="https://bit.ly/2kQKaMG">https://bit.ly/2kQKaMG</a>	9 (0.71%)	7 (1.03%)

环境及空气质量资讯订阅号



97 (7.69%) 70 (10.26%)

EventBank企业咨询



仅供会员



了解更多

101 (8.01%) 70 (10.26%)

教育培训行业资讯订阅号



教育培训等相关人员订阅此号

12 (0.95%) 8 (1.17%)

汽车行业资讯



17 (1.35%) 11 (1.61%)

最新资讯



欢迎测试

1 (0.08%) 1 (0.15%)

每日时事新闻



EventBank每日下午5:00准时推送最新的时事新闻, 帮企业家更好的进行企业管理。

互联网行业资讯订阅



医疗行业咨询

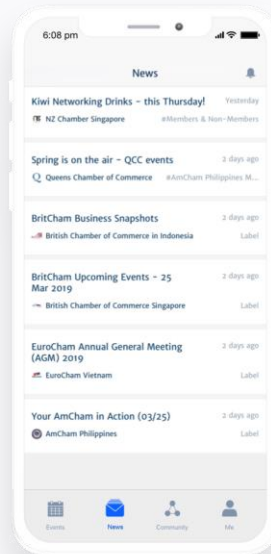
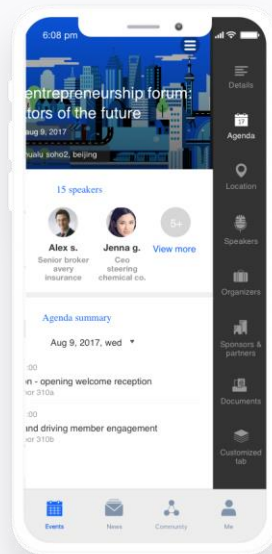
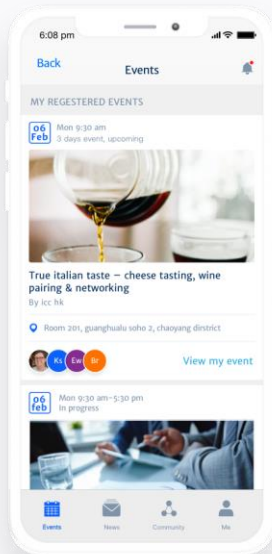


My Glue App

## 功能强大的一体化App

用户可随时随地使用APP，轻松获取活动资讯  
接收活动提醒和推送通知等相关信息。

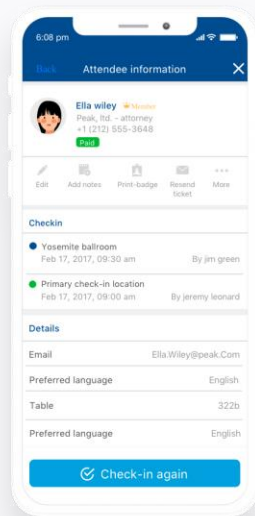
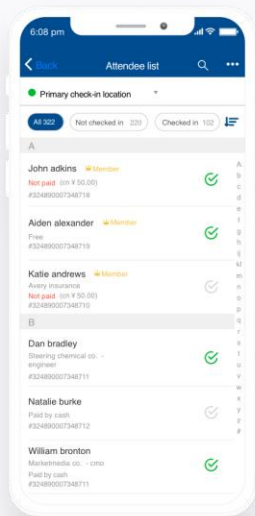
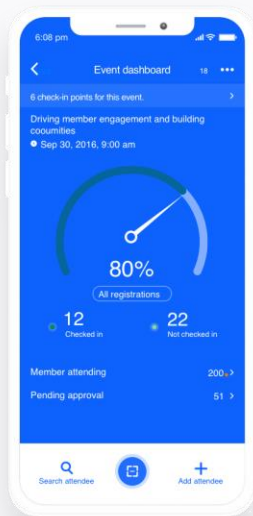
- 专属二维码签到
- 消息推送提醒
- 活动议程与嘉宾演讲资料
- Newsletters
- 参会者可私信互动
- 动态活动交流墙
- 电子名片互换
- 可实现App Logo定制化



## 随时随地管理您的活动

帮助您高效管理活动注册数据，收集活动门票票款与会员费用，活动现场便捷签到，为您的活动的成功举办提供云助力。

- 参会者签到 & 参会者详细信息
- 胸牌打印
- 线上或现场收款
- 活动数据实时监测
- 临时员工及志愿者管理
- 实时监控营销邮件数据



## 管理设置

# 全面助力团队成功

自定义角色与功能，平台统一管理您的团队与任务协作，随时查看团队成员的表现。

- 所有团队成员在同一平台管理
- 可给团队和用户分配不同的角色及权限
- 回溯数据导入/导出历史
- 团队及任务管理
- 活动临时人员权限管理

**Account Settings** + Add Team Member

**Emma Miller**  
emma.miller@milwakeetransfer.com  
Owner

**Alexander B. Cast**  
alexander.cast@nyu.com  
Admin

**Maria Makarova**  
mmakarova@nyu.com  
Finance

**Templeton Peck**  
t.peck@nyu.sophos.com  
Manager

**Antonio Rodri**  
antonio.rodriguez@nyu.com  
Marketeer

By default the Admin has access to all pages and actions. The Admin role can not be deleted. Reset Permissions Duplicate Role

Only the primary owner can adjust the admin role.

	View	Update	Create	Remove
<b>Admin Section</b>	●	●	●	●
Team Members	●	●	●	●
Roles & Permissions	●	●	●	●
Organization Teams	●	●	●	●
Organization Profile	●	●	●	●
Team Dashboards	●	●	●	●
Field Settings	●	●	●	●
Export History***	●	●	●	●
<b>CRM Section</b>	●	●	●	●
Contacts**	●	●	●	●
Contact Information**	●	●	●	●

**Temporary Event Staff** + Add Temporary Event Staff

Activated at the start of your event and inactive when the event ends, temporary event staff accounts are designed for people who are assisting your team with event registration and check-in processes. These accounts do not have access to any other parts of the EventBank platform.

FIRST NAME	LAST NAME	EMAIL	PASSWORD	STATUS
				●
				●
				●

No Temporary Event Staff

Your organization currently does not have any temporary account.



# 我们不断精益求精

我们将会持续创新，为您提供更加智能化的产品功能，助力您的高效活动管理。

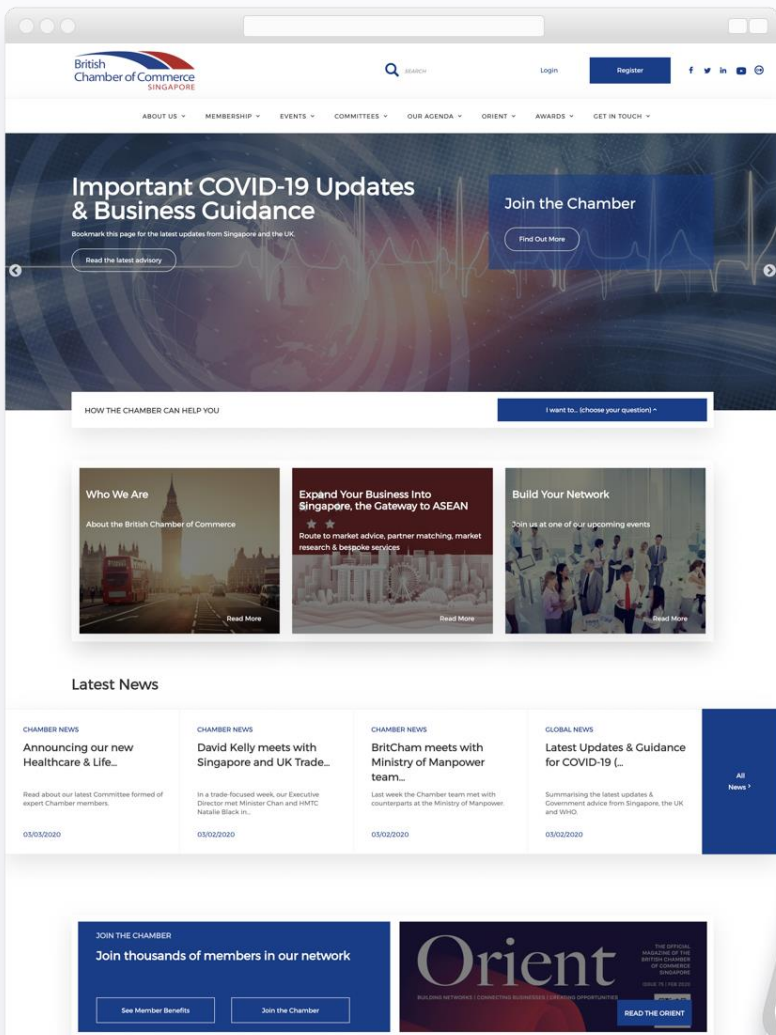


MiNi-Site 独立站 (可选功能)

## 打造专业、一体化的网站 助力您高效互动

让Glue Up云解决方案，助力您全面升级您的官网页面。实现与网站访问者的无缝连接，以及长期持续的曝光效果。

- 简易操作完成设置与管理
- 为网站赋予强大的互动性
- 为SEO业务充分优化
- 创造广告营收
- 建立会员名录
- 工作机会发布平台
- 界面完美适配移动端设备



## B2B 社区管理


# 在公开或私密群组发起话题讨论

所有人都能在这里找到志同道合的伙伴和感兴趣的话题，轻松连接彼此并深入探讨。

- 公开 & 私密群组
- 对您感兴趣的话题随时评论
- 自由发表您的看法
- @朋友，一同关注有趣话题
- 快捷浏览群组成员资料

### YOUR GROUPS


Groups you are part of



**Board Members**  
12 Members · 2 posts a day

Hidden


[VIEW GROUP](#)



**Marketing Comittee**  
24 Members · 10 posts a day

Private

[VIEW GROUP](#)




**Annual Gala Group**  
15 Members · 10 posts a day

[VIEW GROUP](#)

### MOST POPULAR

Groups that have the most engagement



**Stock Trading**  
66,767 members · 10 posts a day

[JOIN GROUP](#)




**VR technology - a life of alternative travel**  
66,767 members · 10 posts a day

[JOIN GROUP](#)



**Health and Wellbeing community**  
66,767 members · 10 posts a day

[JOIN GROUP](#)



**VR technology - a life of alternative travel**  
66,767 members · 10 posts a day

[JOIN GROUP](#)









为B2B打造移动时代的  
私域流量社交网络平台


## 为您的业务创造 无限可能


为您的社群建立自己的数字名片并随时分享，助力您管理业务关系，并随时随地与所有人高效沟通。


- 免费使用“My Glue”社群App
- 多样的社交沟通功能
- 自定义隐私设置
- 快速扫描名片
- 名片数据自动存储于个人CRM


 **Simen Alexander**  
Art Director at Slender VIEW CARD 


 **Carolyn Thomas**  
Sales Director at Inview Inc. VIEW CARD 

 **Wayne Lambert**  
CMO at Milwaukee Transfer

 **Amelia Poole**  
UX Designer at Microsoft INC


 **Carolyn Thomas**  
Marketing at Edelweiss Real State

 **Wayne Lambert**  
General Manager at Waynes

 **Amelia Poole**  
UX Designer at Hello Dolly Inc.

**Share your business card back?**

You recieved a business card. See all recieved cards in [Business Cards page](#) on your profile.

 **George Miller**  
Operations Manager at Sheffield Tech


Email Address: **george.miller@shefftech.com**

Mobile: **1-643-25254**

Twitter: **george\_miller**

LinkedIn: **georgemiller**

DON'T SHARE SHARE BACK

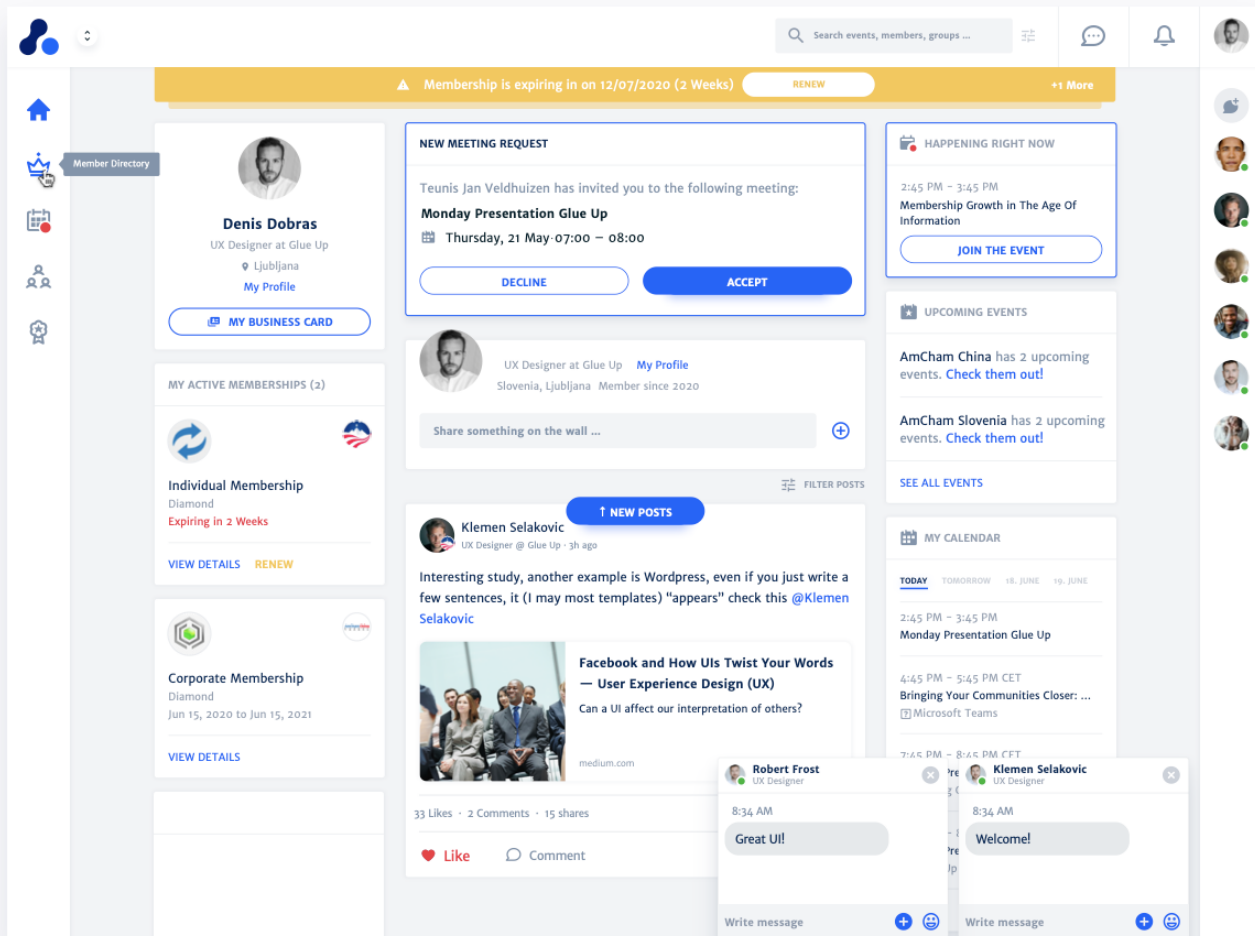


## B2C 社群管理

# 互动与知识交流的理想之地

为您的社群打造优质的数字空间，成员可以相互分享各自的观点，进行各种话题讨论，即使无法见面也能保持无缝社交沟通。

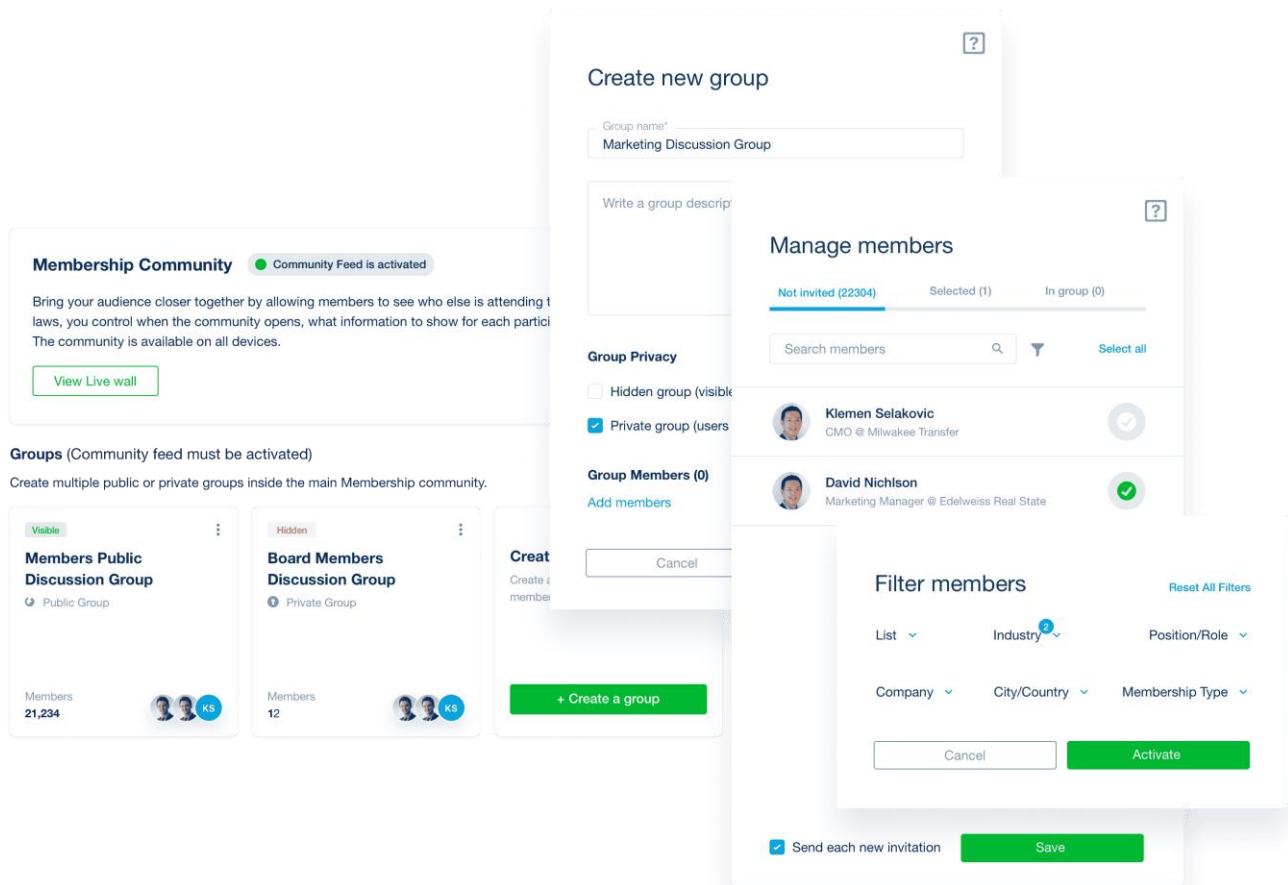
- 随时加入社群
- 随时进行自由评论或深入探讨
- 链接各地成员
- 成员名单轻松掌握
- 社交空间内轻松分享彼此
- 直播



# 自定义互动规则

创建并管理多个群组，群组互动由您管控，自主设定加入与禁止权限，亦可为付费成员授予社群内更大的功能使用权限。

- 高级筛选功能
- 设置角色与权限
- 界面高度与设备适配
- 直播后的分析回顾
- 互动数据分析





Yale Center  
BEIJING



DAIMLER



InvestHK



Moody's  
INVESTORS SERVICE

## 赋能全球超过60+国家的1000+企业与组织机构



Ogilvy



nature

## 客户成功

# 赞誉颇高的Glue Up售后服务

为了帮助您与Glue Up的合作顺利走向成功，我们将竭诚为您提供全方位的服务支持。

### 产品培训 & 后续服务支持

我们客户成功部门的技术专家，将全程为您提供高质量的服务与支持。从您选择Glue Up起，我们将会为您量身定制个性化的产品功能培训，您将获得一份定制化的使用指导方案，以帮助您更迅速地达成业务目标。

### Glue Up HelpDesk

Glue Up HelpDesk是一个关于Glue Up一体化云平台使用指南的在线知识库，包含常见问题解答、平台操作指南，以及如何高效使用各模块功能的教程类文章等，帮助您在使用过程中充分挖掘Glue Up所带来的价值。

### 培训

我们会为您提供详细的实操培训，帮助您和团队全面理解整个平台的各模块功能。

### Glue Up营销科技学院免费线上课程

Glue Up营销科技学院会定期举办免费的线上培训课程，课程为周二到周五之间举行，内容涵盖平台不同模块的使用功能与实例。

### 产品功能每周更新

Glue Up每周都会进行平台的模块功能更新，随着产品功能不断完善与创新，您每周都能免费享受到更优质的产品与服务。



## 附加服务 & 跨平台功能集成

# 赞誉颇高的Glue Up售后服务

Glue Up活动营销云平台每个模块都有其优势与亮点，您还可以根据个性化需求，选择附加服务，将您目前所使用的软件与Glue Up一体化云平台的功能模块进行集成与整合。

### 附加服务

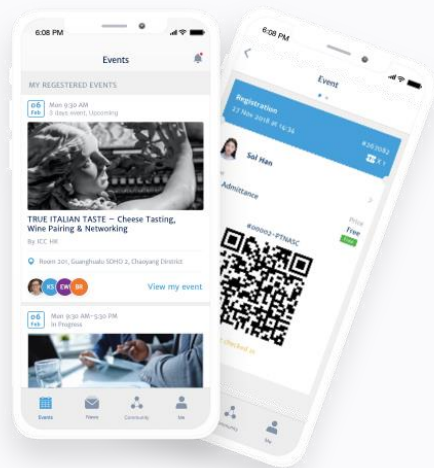
- 专用子域名 & API访问
- 为您的邮件营销创建专用的IP地址
- 为您的组织创建专门的官网页面
- 活动页面轻松设置
- 现场支持&胸牌打印租赁服务

### Glue Up App附加功能

- App Logo定制化
- 参会者互动聊天
- 动态活动交流墙
- 电子名片扫描 (即将推出)

### My Glue 参会者 App

可以让活动组织者与参会者，以及参会者与参会者之间进行自由互动，无论身处何地都能随时接收重要推送与信息提醒



## 全球化布局，本地化服务

Glue Up的“全球化布局，本地化服务”让青睐我们一体化云解决方案的客户遍布全球50多个国家。您可以选择离您最近的分支机构与我们联系。



### 美国

#### 弗吉尼亚

+1 888-218-1354

1775 Tysons Blvd,  
5th Floor  
Tysons, VA 22102

### 中国

#### 北京

+86 010-5642-1015

北京市朝阳区  
光华路9号光华路  
SOHO2D座3-1  
邮编100020

#### 上海

+86 152-2117-7322

上海市黄浦区  
黄陂南路838号  
中海国际B座9楼  
邮编 200025

#### 香港

+852 3905 2030

WeWork, 10/F,  
YF Life Tower,  
33 勵克道, 7114, 灣仔區

### 俄罗斯

#### 莫斯科

+7 (495) 260-14-25

Aviamotornaya Street 8,  
Moscow

### 亚太地区

#### 雅加达

+82 2-455-3703

The Plaza Office Tower  
41F, Jl. M. H. Thamrin  
Kav. 28-30, Jakarta,  
10350, Indonesia

#### 新加坡

+65 6904-5618

20 Kallang Avenue,  
Pico Creative Centre,  
Singapore 339411

#### 马尼拉

+63 (2) 396-5621

928 Arnaiz Avenue  
Barangay, San Lorenzo,  
Makati City, Manila, 1223  
Philippines

#### 首尔

+82 2-455-3703

5, Yongmasan-ro 32  
gil,  
Gwangjin-gu  
Seoul 04938,  
South Korea

### 非洲地区

#### 开普敦

+27 62-971-3405

1 Bridgeway Road,  
Bridgeways Precinct,  
Century City  
Cape Town 7441  
South Africa

您还可以访问我们的官网页面  
[glueup.com/contact](https://glueup.com/contact), 了解更多Glue  
Up全球办事处相关信息。



## 案例分享

# 来看看Glue Up的客户如何评价吧!

Glue Up的客户现已遍布全球60多个国家，帮助企业/组织机构集中管理CRM数据，市场部从小规模研讨会，到大型年度峰会、国际会议等，我们的客户都十分喜爱Glue Up一体化云平台。以下为部分客户的使用心得：

“Glue Up是目前我们用到的最棒的系统，用它来管理和组织规模在300人以上的活动，真的非常高效与便捷。尤其是它的智能化、多语种的内容营销编辑模块，超酷炫的活动页面模板，以及快速的现场签到流程。”

崔凯

《金融时报》市场营销经理

FT FINANCIAL  
TIMES

我们已经尝试了许多热门产品来销售活动门票，但很明显这些服务商不懂得活动行业的本质。Glue Up是真正站在活动组织者的角度设计与研发产品，为我们带来了实质性的便利。平台功能十分强大，性价比超高！”

Matthieu Bodin

Startup Weekend区域经理

Startup  
Weekend  
Powered by Google for Entrepreneurs





## 案例分享 (出海客户)

### 优质的海外展会体验


安琪Angel，是一家全球化中国企业，在2021年使用Glue Up成功举办一次海外展会，安琪酵母开始全面采用Glue Up开展所有国内外市场活动及数据管理。

参会者人数大幅上涨，活动体验越来越优质，活动后期的数据分析与追踪也为下次市场活动提供了非常有价值的借鉴意义。安琪酵母还用Glue Up一体化云平台与其他合作伙伴联合举办品牌行业活动，通过这些活动收集各项数据，拓展资源，同时增加合作伙伴的曝光度及海外市场。




Angel 安琪 Log In

Sep



**IBIE2022**  
Sep 18, 2022 - Sep 21, 2022  
Convention Center, Las Vegas, Nevada, ...

11 Sep



**SAHARA 2022**  
Sep 11, 2022 - Sep 14, 2022  
Egypt International Exhibition Center, Cairo Governorate, 埃...

Events | Angel Yeast on Glue Up Log In

Jul



**VIV Turkey 2023**  
6-8 July, Istanbul, Turkey  
Meet us at BOOTH C26

**VIV TURKEY**  
Jul 6, 2023 9:30 AM - Jul 8, 2023 6:30 PM  
Istanbul Expo Center, Istanbul, 土耳其

23 May



**EXPO PANIFICACION MONTERREY 2023**

**Expo Panificacion Monterrey**  
May 23, 2023 9:00 AM - May 25, 2023 5:00 PM  
显示菜单 Inex, Monterrey, Nuevo L&...

22 May



**BAKERY CHINA 2023**  
第25届中国国际焙烤展  
05.22-25  
ALSHIBAN BAYO Bakery China

**Bakery China 2023**  
May 22, 2023 9:00 AM - May 25, 2023 5:00 PM  
National Exhibition and Convention Center (NECC), Shanghai, China, Shanghai

17 May



**Discoveries with a real food business is here!**  
Food developers exploring food safety, deliciousness and health functions are coming here!  
It is an exhibition to realize lively technology exchange and meeting between the visitor and the exhibitor.

**Pre-registration For visitors**

**ifia JAPAN 2023**  
International Food Agriculture & Nutrition Exhibition and Conference

**HFE JAPAN 2023**  
Health Food Exposition & Conference

**May 17 (Wed.) to 19 (Fri.), 2023**

## 案例分享 (出海)

# 优质的出海内容刊物

安琪酵母用海外市场  
最喜爱的邮件营销传播方式  
产出行业资讯Newsletter。

安琪国际市场部通过Glue Up  
向全球客户发送其产品资讯和信息，  
全球市场活动、展会、食品、行业等信息，  
推广其酵母产品在各类食品行业的应用、  
功效、健康价值等。

“Ask For A Sample (申请试用)”的按钮，  
潜在客户可以通过点击按钮，申请试用产品  
这些潜在客户信息会自动收集至Glue Up的CRM系统，  
方便安琪酵母进行进一步孵化。  
统一管理客户信息的同时还能促成业务拓展  
及海外市场。



**Enrich your probiotic products with Angel fermentation nutrients**

Looking to achieve a higher biomass yield of your probiotics?

Probiotics and food culture are widely used in dairy, food processing, and human health. Angel optimized a series of fermentation nutrients for the cultivation of lactic acid bacteria, bacillus, starter cultures, and other specific strains for dietary supplements.

Discover how Angel Fermentation Nutrients work to improve the viability, stability, and adaptability of your probiotics:

**Applications:**

- Lactic acid bacteria
- Bacillus
- Starter culture (yogurt starter, meat starter)

**Higher biomass yield**

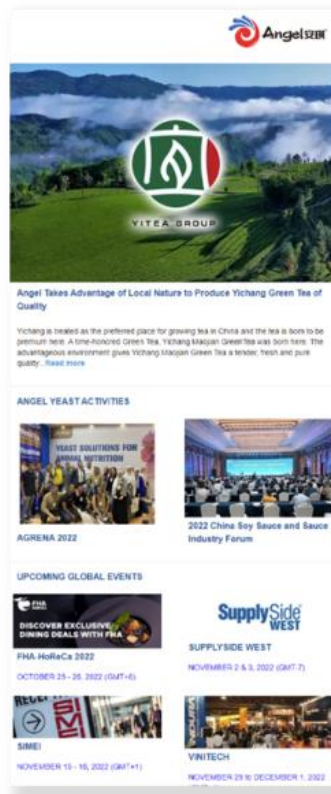
- Higher biomass yield
- Better viability
- Better adaptability
- Better stability

Do you want to know more?

**CLICK HERE AND ASK FOR A SAMPLE**

en.angelyeast.com | bio@angelyeast.com | T: +86 717 630 6097

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**Angel Takes Advantage of Local Nature to Produce Yichang Green Tea of Quality**

Yichang is ranked as the preferred place for growing tea in China and the tea is born to be premium here. As the renowned Green Tea, Yichang Maolan Green Tea was born here. The advantageous environment gives Yichang Maolan Green Tea a tender, fresh and pure quality. [Read more](#)

**ANGEL YEAST ACTIVITIES**

- AGRENA 2022**
- 2022 China Soy Sauce and Sauce Industry Forum**

**UPCOMING GLOBAL EVENTS**

- PHA-HollaCa 2022**  
OCTOBER 25 - 26, 2022 (GMT+8)
- SupplySide WEST**  
NOVEMBER 2 & 3, 2022 (GMT-7)
- REVEAL SIMEI**  
NOVEMBER 15 - 16, 2022 (GMT+1)
- VINITECH**  
NOVEMBER 21 to DECEMBER 1, 2022



**Angel® Nutritional Yeast Flakes**  
An ideal sports nutrition and vegetarian dietary supplement

- Vegetarian Favorites**
- High Quality Protein**
- Vitamin B Complex**
- Chewy Taste**

The nutritional R&D team of Angel, a leading brand in China's yeast industry, has leveraged a series of nutritional yeast-based products and innovative production technology after years of research. It has become the new favorite of weight management people and vegetarians, which is loved by consumers in Europe, America and Southeast Asian countries.

**Features:**

- Essential nutrients and excellent base for Vegetarian/vegan-friendly recipes
- Different from special low-CARB diet of DASH/low-fat diet
- Natural and vegetable source of complete vitamin B complex
- Naturally with a nutty chewy flavor

If you are looking for excellent sports nutrition & vegetarian dietary supplement, please fill in the form and ask for it.  
Template: [info@angelyeast.com](mailto:info@angelyeast.com) | [www.angelyeast.com](http://www.angelyeast.com) | [www.angelyeast.com](http://www.angelyeast.com)

**Angel's Nutritional Yeast Flakes Series, Favored by Weight Management People**

After years of research, Angel's science team has developed a series of nutritional yeast flakes products and mature production technology. Through strict screening and fermentation, great more

**ASK FOR A SAMPLE**



## 案例分享

# 《经济学人》全球解决方案

国际媒体界巨头《经济学人》，在迪拜、东京、首尔等9个国家和地区，同时采用Glue Up活动营销云及会员云一体化平台，管理旗下专业服务政商界领袖的顶级会员型组织ECN (The Economist Group Corporate Network)。

Glue Up打败众多竞争对手，其一体化解决方案赢得了《经济学人》的芳心，成为了它最终的选择，帮助其管理世界9个重点城市的200多场活动。

The Economist CORPORATE NETWORK

Event Details Agenda Speakers

South Africa's budget: the numbers and future

When Thursday, February 13, 2020 (12 PM - 2 PM) Add to Calendar

The Economist CORPORATE NETWORK

Event Details Agenda Speakers Register

The Economist Corporate Network Regional Strategic Forum Q1 2020 and the impact

When Monday, March 30, 2020 (9 AM - 1 PM) Add to Calendar

You're invited to Corporate budget: the numbers and

On Feb 26th, Tito Mboweni, in parliament. Political paral deficit and a ballooning debj job tough on any given day.

However, Moody's next crec Mboweni's February budget rand flow out of the country even more spend in critical budget perhaps the most in

**Gina Schoeman**, chief eco Alexander Forbes and Mart the key issues informing, ar importantly, the implication commercial waters.

**Please note that this eve invitation only. If you are Corporate Network, but v events, please send an e**

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Event Details

How can companies foster innovation? Can it be done in-house, or does an offsite incubator yield better results? What are the best practices for keeping in touch with new ideas and new talents, and how can these be incorporated into established corporate systems? Who are the disruptors and are they keen to collaborate with established players?

Join our guests from innovation labs as we discuss the most effective ways for companies to discover and nurture innovation.

**Please note that this event is limited to senior-level executives and per invitation only. If you are not an existing member of The Economist Corporate Network, but would like to learn how you can attend our events, please send an email to [ecn\\_enquiries@economist.com](mailto:ecn_enquiries@economist.com).**

Living with Disruptors

CORPORATE-SPONSORED INNOVATION

Shanghai

Feb 13, 2020 7:45 AM - 10:30 AM Add to Calendar

Agenda

7:45 AM - 8:30 AM Breakfast and Networking

8:30 AM - 10:30 AM Presentations and Discussions

Recovery or Recession?

The year 2019 was a difficu uncertainty and a slowing C manufacturing downturn. TI slowest rate in a decade—a 2020. With some luck and r expects global growth to re instability—internationally a business confidence and inv uncertainty, the balance of

Join us as we:

- share our latest analy;
- explore its impact on t
- focus on the key issue this year;
- hear from business lea innovating for longer-t

Please note that this eve



## 案例分享

# 为科技巨头Facebook 打造的解决方案

许多创业公司，合伙人及大型公司企业通过Facebook平台来打造他们的产品。尽管Facebook平台上已有一些诸如“小组”或“活动页面”等活动功能，但Facebook仍然为其在亚太地区举办的活动，选择了Glue Up的活动营销云产品，不仅是因为我们产品的创新智能化，便捷的操作与专业精美的活动页面展示，还因为Glue Up与Facebook有着高标准的契合度。经过三年的合作，Facebook依旧选择了我们。Glue Up也将继续助力其在中国开展的活动，以便与供应商、开发人员、代理公司及其他合作伙伴建立联系。



Platform Meetup  
from facebook

December 5th at 100pm

北京中关村软件园国际会议中心  
Zpark Plaza Beijing

APPLY NOW

Simultaneous interpretation in Mandarin and English will be available on

#### Should Attend

Event will cover both product-focused content as well as growth strategies. We recommend each company send up to three people to attend the Platform Meetup at Zhongguancun to ensure full coverage.

Session will be most relevant for companies who currently have or are building a native mobile app or bot on Messenger. Each person must register separately for the session.

Register

Apply for your chance to attend ID8 from Facebook, Beijing, to learn how you can create more meaningful connections with your customers using the newest platforms from Facebook.

This is a developer-focused event designed to provide you with the latest insights from Facebook on how to build immersive experiences for Virtual Reality, Augment Reality, Messenger, Artificial Intelligence and more.

ID8 from Facebook, Beijing, is also a great event for hands-on demon...

12:00 to 5:30 PM

IND LIGHT

NESS GLOBALLY WITH

FUL CONNECTIONS WITH  
& ACCOUNT KIT

HE INSTALL WITH

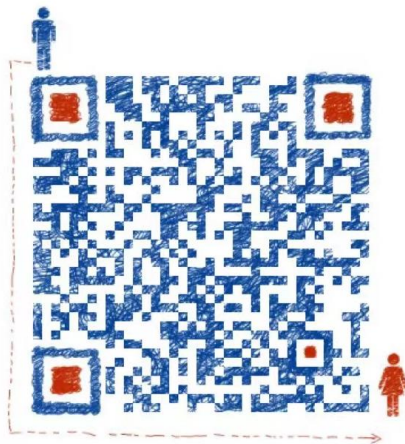
MESSANGER PLATFORM

AND MONETIZE WITH  
FACEBOOK ANALYTICS

AL AND MONETIZE WITH

若您还有其他疑问，

请发送邮件至[siyu.ning@glueup.com](mailto:siyu.ning@glueup.com)，或者通过+86 132-6008-9224与我联系。



扫一扫上面的二维码图案，加我为朋友。



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谢谢!