Connect All Engagement Technologies for a Seamless Activation and Reporting Experience with eshots’ QuickLink API

esshots' QuickLink API gives brands and agencies the flexibility to choose the best tools for their experiential marketing.

CHICAGO (PRWEB) May 03, 2019 -- With experiential engagement technologies becoming a more popular choice for driving consumers to brand activations, eshots is excited to offer QuickLink API—a universal integration solution that securely carries data between these third-party technologies and eshots’ experiential insights platform, Event Intelligence.

QuickLink API gives event marketers the ability to choose engagement technologies that best achieve their activation goals, while providing a consistent reporting experience to increase the effectiveness of event performance measurement.

“For two decades, eshots has given its clients an inside view of their activations, using metrics and insights, in order to make better decisions surrounding their experiential marketing strategies,” said Gretchen Paige, Chief Revenue Officer at eshots. “Since these innovative engagement technologies deliver meaningful data to event marketers, it only makes sense for esshots to offer a solution that simplifies the data transfer process, making the activation experience seamless and ensuring data is safely placed into a single report for analysis.”

Have Engagement Technology Choice and Real-Time Information

QuickLink API can be configured to work with most third-party engagement technologies, including gamification platforms, virtual reality, gesture control, simulators, digital wheelstands, photo and video activations, as well as other event data capture tools such as interactive kiosks, surveys, and pre-event registration sites.

When deployed with eshots’ Event Intelligence, clients can have up-to-the-minute data accessibility to evaluate the performance of their event as it is taking place. This makes it possible to perform mid-event enhancements, resulting in improved event ROI.

Increase Accuracy and Efficiency When Manual Processes are Removed

Multiple points of data entry and manual data transfer hand-offs are eliminated with QuickLink API. Instead, a key identifier allows all systems to securely talk to each other in real-time, which eliminates duplicate and disparate data, as well as not having to export or batch data post-event.

QuickLink API’s secure and direct connection reduces the probability of lost or corrupt data, compromised consumer information, dropped or redundant records, or human data entry error.

Experiential Specific and a Frictionless Consumer Experience
Having all engagement technology platforms connected via QuickLink API means that consumers only need to register once at the display, and the consumer data is then accessible to all technologies. This is the safest way of handling consumer PII data while creating a seamless experience for the consumer.

“eshots’ QuickLink API is a great asset to our traveling experiential team. The technology, equipment flexibility, and support they provide is exactly what’s needed to make any activation successful,” said Holli Lawrence, Experiential Manager with the JRT Agency. “The behind-the-scenes applications to pull up data from all of the engagement technologies, right from your fingertips, is wonderful for keeping up-to-date on how your event is tracking.”

To learn more about QuickLink API, please visit eshots.com or email info@eshots.com. eshots will also be exhibiting in booth 525 at the Experiential Marketing Summit in Las Vegas from May 14-16, 2019.
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