

## Taggbox playing a part in Digital India movement

with

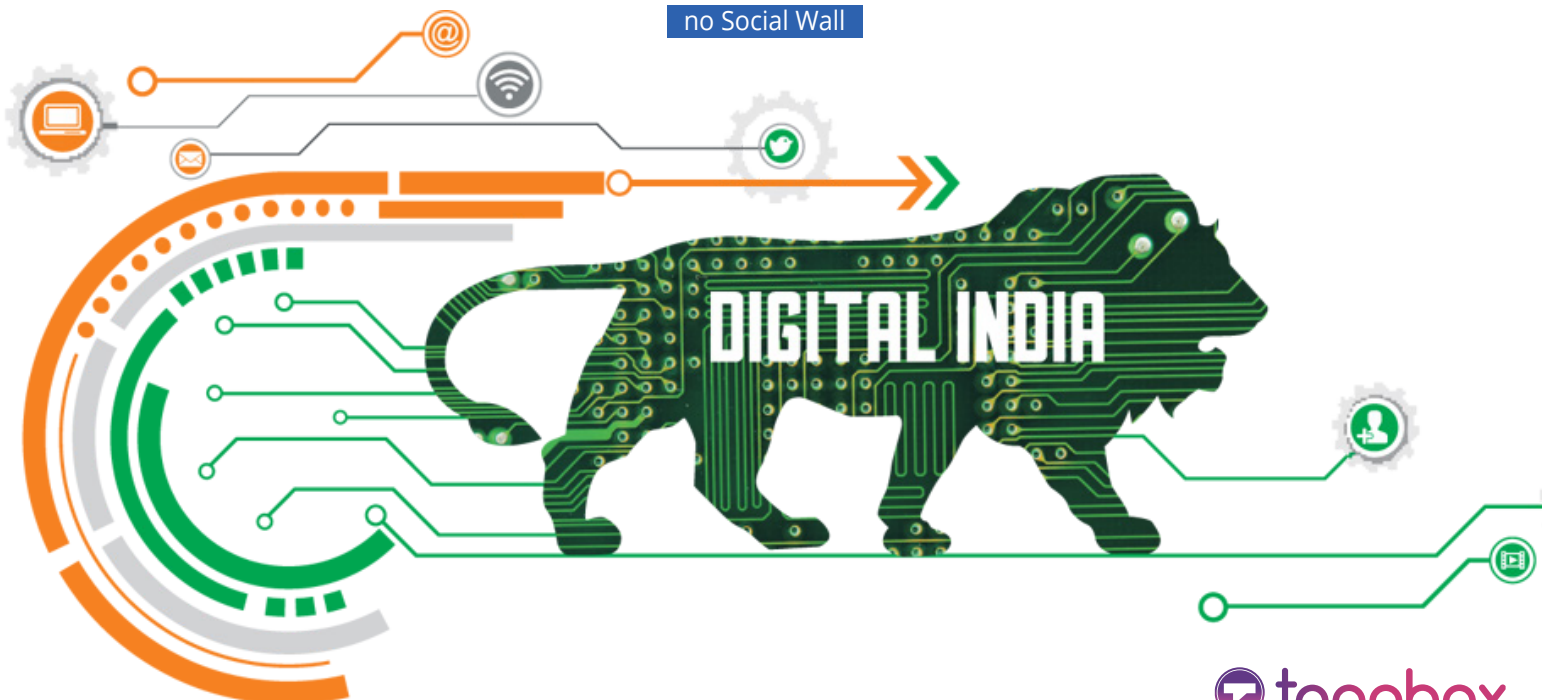


In association with Digital India association, Intel hosted event for Digital India Challenge on May 26 in which it announced a number of interesting and beneficial initiatives in technology. This is a program which aims at fostering innovation that in turn would benefit the nation's technological endeavours as well as economy while seeking breakthrough solutions from the talented individuals.

Event of this scale generally demands a good user engagement alongside a buzz on social networks. It wanted to be well strengthened on its pre-event and post event communication. By creating new conversations among the online audience, the interaction quotient between online and offline attendees can be increased benefiting the visibility of the event over internet.

# 2x

Increase in User Engagement  
when compared to events with  
no Social Wall



## WHAT WE DID FOR THE EVENT

We provided custom social wall solution with an objective to meet the needs of the user engaging portal on Internet to talk about the conference. Taggbox platform was able to aggregate all the posts by users on social networks and moderated content was display on multiple screens across event. This real-time display of content from attendees such as photos, comments as well as fetched content from defined hashtag was achieved with our social aggregator. The pre-event & post-event conversations helped in raising excitement for the event. Taggbox not only took care of user engagement on site, but non-attendees were also able to watch the event with a generated URL.



## WHAT WE HELPED ACHIEVE

With the help of Taggbox's solution, there was rise in user engagement, number of likes and comments were increased for the brand on the given social networks. People felt motivated to post content with an incentive to get displayed on big screen. Engaged online and offline audience meant increased conversations and raising awareness about the event fulfilling the core objective and proving its successful implementation.

2x

*Increase in traffic  
towards intended  
pages*

3x

*Reach of the  
event though  
conversations*