



evvnt partners with Web.com for Scoot & Touch Local

LONDON, UNITED KINGDOM, October 10, 2017 /EINPresswire.com/ -- London-based marketing specialist evvnt today announced its strategic partnership with Web.com to add event discovery to Scoot and TouchLocal.com which will include evvnt's premium event marketing services.

<http://events.scoot.co.uk>
<http://events.touchlocal.com>

evvnt.com's single submission event marketing technology offers simple and effective event marketing to venues and event organisers looking to promote their events on the web, with the integration of evvnt's discovery software Web.com can now offer event listing and premium services full white label.

"Time sensitive content such as events are fast becoming a key differentiator in the local information race, and evvnt is well placed to make a major impact in this exciting space." Says James Moore, SVP of Global Partnerships at Web.com. "We're delighted to be working with evvnt to deliver local event syndication for our direct and channel customers, initially in the U.K."

evvnt CEO & Founder Richard Green went on to say "evvnt.com was focused on improving the technology stack whilst ensuring improved product delivery, partnering with Web.com meant we could begin to roll out our premium event marketing offering starting with Scoot.co.uk and TouchLocal.com. Our primary focus is to tap into the UK's event submissions from local businesses and supply effective event marketing services"

The image shows two screenshots of event marketing dashboards. The top screenshot is from Scoot, titled "REPORT FOR GHOST HUNTING AT DONCASTER AIR MUSEUM, 15TH APRIL 2017". It features a photo of an aircraft in a museum and provides event details: Venue (South Yorkshire Aircraft Museum), Location (Dakota Way, Doncaster, DN4 7FB), Date (15 April 2017 at 8:00 pm), and Category (Other). Below this is an "OVERALL REACH" section showing the event is targeted at 3 publishers with an audience of 2.5M, with metrics for 3 Publishers, 3 Promoted, and 3 Links Collected. A "PUBLISHER BREAKDOWN" table follows:

Site name	Location	Site audience	Local audience	Mobile app	Status	View
BritEvents	National	90K	899	-	Promoted	🔗
Scoot	National	1.2M	1K	-	Promoted	🔗
Touch Local	National	1.2M	1K	-	Promoted	🔗

The bottom screenshot is from TouchLocal.com, showing a dashboard for Katie Forsyth. It includes "Dashboard Filters" for Event Date Range, Submitted Date Range, Venue, Town/City, Country, and Categories. Below the filters is an "Events Calendar" for May 2017. To the right, an "Events Stats" section shows 1 Events, 3 Submissions, 3 Live links, and 0 Clicks. A "Most Popular Event" section highlights "National Young Writers" with 0 clicks and a report link.

evvnt.com were looking for a strategic partner to support increase distribution of their event premium marketing services and with an increased focus on enabling venues, web.com's current business

footprint is a good match.

Premium White Label 'On Brand' for Scoot & Touch Local

The Scoot Event Management Dashboard

Freemium Reporting per Event

The Touch Local Event Management Dashboard

Freemium Reporting per Event – Initial Syndication & Upgrade to Premium Options

Go Premium To Unlimited Event Listing Sites

The Scoot Network is a leading online search company that gives businesses targeted online exposure to ensure that each business maximises its potential to help attract new customers.

Find out more – www.scoot.co.uk

Touch Local is part of the Scoot Network – a leading online search company that gives businesses targeted online exposure to ensure that each business maximises its potential to help attract new customers.

Find out more – www.TouchLocal.com

Giving you much more than just a name and address, the Scoot Network powers business directories for Scoot, Touch Local, The Independent, The Sun, and The Mirror, giving advertisers the added value of being found on multiple leading search websites.

Web.com provides a full range of Internet services to small businesses to help them compete and succeed online. Web.com meets the needs of small businesses anywhere along their lifecycle with affordable, subscription-based solutions including domains, hosting, website design and management, search engine optimisation, online marketing campaigns, local sales leads, social

The screenshot displays the Touch Local event management dashboard for the National Young Writers Awards 2017. The top navigation bar includes 'powered by esawd', 'Dashboard', 'Submit event', 'Listings', 'Go Premium', and 'Ideas'. A prominent banner at the top offers a 'Single Event Upgrade - Go Premium for £60.00 & add 46 More Listing Sites' with a 'Buy Now' button.

The main content area is titled 'REPORT FOR NATIONAL YOUNG WRITERS AWARDS'. It features a large graphic for the awards and an 'EVENT INFORMATION' section with the following details:

- Venue: Explore Learning
- Location: 185 Craigleith Road, Edinburgh, Edinburgh, EH4 2EB
- Date: 17 March 2017 at 12:00 am
- Category: Classes / Courses
 - ↳ Creative & Performing Arts
 - ↳ Writing

A 'Download report' button is located at the bottom right of the event information section.

The 'OVERALL REACH' section shows that the event has been targeted at 3 publishers with an audience of 2.4M. It includes three circular icons representing: 3 Publishers, 3 Promoted, and 3 Links Collected. A message states: 'Your event has been targeted at 3 publishers with an audience of 2.4M!'. Below this, it says 'There are 46 more sites left for promotion. Click to + Add more sites'.

The 'PUBLISHER BREAKDOWN' section contains a table with the following data:

Site name	Location	Site audience	Local audience	Mobile app	Status	View
Eventboost EU	National	10K	100	-	Promoted	View
Scoot	National	1.2M	1K	-	Promoted	View
Touch Local	National	1.2M	1K	-	Promoted	View

This screenshot shows a more detailed view of the 'PUBLISHER BREAKDOWN' section. It features a table with columns for 'Site name', 'Location', 'Site audience', 'Local audience', 'Mobile app', 'Status', and 'View'. The table lists numerous publishers, including Eventboost EU, Scoot, Touch Local, and many others, each with their respective audience sizes and promotional status. The table is filtered to show 'All' publishers and is sorted by 'Local audience' in descending order. The status column indicates whether each publisher is 'Promoted' or 'Not Promoted'.

