

# banzai

## Banzai Releases Enhanced Demio HubSpot Integration, Delivering a Seamless Experience

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### New Updates Focus on Transforming Webinar Data Management with Advanced Synchronization and Tracking

SEATTLE, Aug. 08, 2024 (GLOBE NEWSWIRE) -- [Banzai International, Inc.](#) (NASDAQ: BNZI) ("Banzai" or the "Company"), a leading marketing technology company that provides essential marketing and sales solutions, proudly announces a major improvement to the Demio HubSpot integration. This upgrade offers unparalleled flexibility and efficiency in managing webinar data, empowering marketers to streamline their webinar management and marketing efforts, leading to better decision-making and higher ROI.

"Demio's newly enhanced user experience and additional features for audience nurture and growth are significant advancements for marketers using their HubSpot integration," said Scott Brinker, VP of Platform Ecosystem at HubSpot. "These enhancements improve efficiency and provide marketing teams with valuable insights to create more impactful campaigns."

#### Key Features of the Enhanced Integration:

- **Effortless Contact Management:** Easily add new contacts to HubSpot and keep your existing contact information up-to-date automatically. Say goodbye to manual updates and hello to accurate records with minimal effort.
- **Advanced UTM Tracking:** Know exactly where your webinar attendees are coming from with UTM tracking. Get valuable insights into your marketing campaigns' effectiveness and see how well you're engaging your audience.
- **Improved Custom Field Syncing:** Keep all your important data in sync between HubSpot and Demio effortlessly. Enjoy reliable and timely data updates that help you stay on top of your campaign performance.
- **Real-Time Data Sync:** Get instant synchronization of your HubSpot data, both at the session level and individual contact record level. This means you always have detailed and accurate data ready for analysis and reporting.

#### Streamlining Webinar Management and Marketing Efforts

For marketers juggling multiple campaigns and always on the go, the enhanced HubSpot integration is a game-changer. It significantly reduces the need for manual data entry and double-checking if lists are up-to-date or correct. By setting up lists in HubSpot and ensuring they match the ones created in Demio, and automatically updating contacts in both systems, you save valuable time and minimize errors. With smooth bilateral syncing, you can focus on creating compelling content and strategies that resonate with your audience, knowing that your data is always accurate and up-to-date.

#### Driving Better Decision-Making and Higher ROI

With enhanced data accuracy and detailed tracking, marketing teams can make smarter decisions and get more from their campaigns. The seamless integration of webinar data with HubSpot means you can easily see how your Demio webinars are performing right within HubSpot. Build powerful automations that optimize your marketing operations, allowing you to scale and connect with customers more effectively in real-time at the moment of engagement.

Know precisely how to engage your audience and who is engaging with you at every stage of the funnel. Integrate Demio deeply into your strategy to connect with your audience.

"At Banzai, we are all about bringing the data. Our customers know the value in that. We're empowering marketers with the valuable data they need to engage deeply with their audience anytime. This enables them to deliver on what matters most: increased engagement, higher conversions, and sustained growth," said Melissa Mason, VP of Product at Banzai.

#### About Banzai

Banzai is a marketing technology company that provides essential marketing and sales solutions for businesses of all sizes. On a mission to help their customers achieve their mission, Banzai enables companies of all sizes to target, engage, and measure both new and existing customers more effectively. Banzai customers include Square, Hewlett Packard Enterprise, Thermo Fisher Scientific, Thinkific, Doodle and ActiveCampaign, among thousands of others. Learn more at [www.banzai.io](http://www.banzai.io). For investors, please visit <https://ir.banzai.io/>.

#### Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements often use words such as "believe," "may," "will," "estimate," "target," "continue," "anticipate," "intend," "expect," "should," "would," "propose," "plan," "project," "forecast," "predict," "potential," "seek," "future," "outlook," and similar variations and expressions. Forward-looking statements are those that do not relate strictly to historical or current facts. Examples of forward-looking statements may include, among others, statements regarding Banzai International, Inc.'s (the "Company's"): future financial, business and operating performance and goals; annualized recurring revenue and customer retention; ongoing, future or ability to maintain or improve its financial position, cash flows, and liquidity and its expected financial needs; potential financing and ability to obtain financing; acquisition strategy and proposed acquisitions and, if completed, their potential success and financial contributions; strategy and strategic goals, including being able to capitalize on opportunities; expectations relating to the Company's industry, outlook and market trends; total addressable market and serviceable addressable market and related projections; plans, strategies and expectations for retaining existing or acquiring new customers, increasing revenue and executing growth initiatives; and product areas of focus and additional products that may be sold in the future. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Forward-looking statements are not guarantees of future performance, and our actual results of operations, financial condition and liquidity and development of the industry in which the Company operates

may differ materially from those made in or suggested by the forward-looking statements. Therefore, investors should not rely on any of these forward-looking statements. Factors that may cause actual results to differ materially include changes in the markets in which the Company operates, customer demand, the financial markets, economic, business and regulatory and other factors, such as the Company's ability to execute on its strategy. More detailed information about risk factors can be found in the Company's Annual Report on Form 10-K and the Company's Quarterly Reports on Form 10-Q under the heading "Risk Factors," and in other reports filed by the Company, including reports on Form 8-K. The Company does not undertake any duty to update forward-looking statements after the date of this press release.

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