

# Optimizing RainFocus with Crawford Group

At Crawford Group, we help event teams unlock the full power of RainFocus, reducing complexity and removing manual workarounds so you can focus on the finish line.

- We're certified RainFocus pros.
- From strategy to setup, we focus on workflows built for impact.

## What We Do:

**Align** RainFocus with measurable goals

**Simplify** & optimize complex workflows

**Ensure** integration with the MarTech stack

**Transform** templates into time-saving tools

Trusted By:



**Adobe**

**Bloomberg**

**boomi**



Common Challenges	Crawford Group's Approach
<b>Misalignment</b> — event goals and execution are misaligned, making it hard to measure success at scale.	<b>We align</b> every goal with optimized workflows and marketing strategies that deliver measurable results.
<b>Data silos</b> — your MarTech stack and RainFocus aren't integrated.	<b>We design</b> strategies to connect RainFocus with your broader MarTech ecosystem (e.g., Marketo, HubSpot, Salesforce), enabling seamless lead flow, scoring, and post-event analysis.
<b>Impersonal experiences</b> — event plans lack strategy and data, resulting in generic attendee journeys.	<b>We create</b> content and journey maps grounded in audience insights, leveraging RainFocus's personalization tools to drive engagement.
<b>Not fully recognizing value</b> — RainFocus analytics aren't being fully leveraged to demonstrate ROI.	<b>We translate</b> data into actionable insights and build real-time dashboards that align with stakeholder goals and KPIs.
<b>Not optimized</b> — RainFocus is a powerful engine, but many teams haven't tailored it for different event formats (in-person, hybrid, or virtual).	<b>We audit</b> your current setup and strategically configure RainFocus to scale, automate, and deliver consistently across event types — saving time and ensuring quality.



**Laurie Stein**

President and Head of Partnerships at Crawford Group

 [Laurie@crawfordgroup.com](mailto:Laurie@crawfordgroup.com)

 [www.crawfordgroup.com](http://www.crawfordgroup.com)