

Brandlive featuring:

BIDEN HARRIS

Joe Biden Campaign for President Partners with Brandlive for the Virtual Campaign Trail

Company: Joe Biden Campaign for President

Headquarters: Washington, D.C.

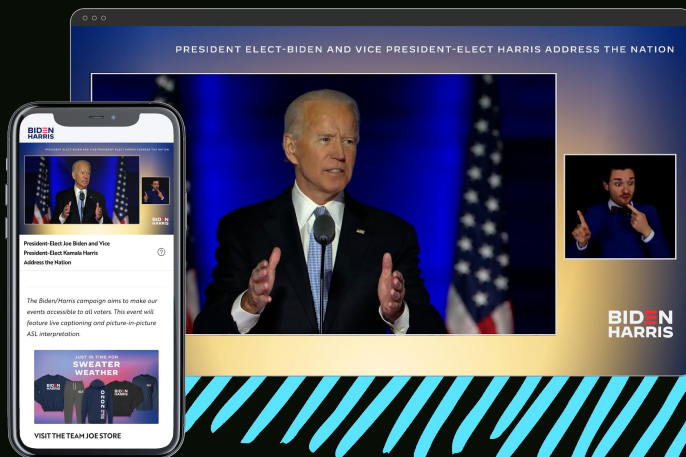
Size: 175+ full time employees, thousands of campaign contributors

Brandlive Event Dates: 315 events between May 17, 2020 and December 15, 2020

Most Watched Event:

[Grassroots Fundraiser with the Original Cast of Hamilton](#)

October 17, 2020, with **566,000 views** and counting



Joe Biden Campaign for President, by the numbers

- **315 events** within 177 days – 1.8 events per day
- 50+ unique presenters
- **Over \$30M raised**
- **4.7M** total page views, and counting
- **3.2M** page views for the most-watched events
- **913,000 custom registrations**, and counting
- 3 custom integrations: ActBlue for donations, Mobilize for event registrations, and a custom API connection to send attendee data back to the campaign CRM
- 1 dedicated Brandlive Customer Success Manager

Biden chooses Brandlive

In May 2020, the Biden campaign sought a new partner for their virtual campaign trail. After reviewing several competitors, the Biden team decided to partner with Brandlive for the remainder of the campaign, to produce events featuring President [Barack Obama](#), [Kamala Harris](#), [Hillary Clinton](#), the original casts of [Hamilton](#), [West Wing](#) and [Star Trek](#), and comedians including [Amy Poehler](#), [Maya Rudolph](#), and more.

The Biden Campaign team and Brandlive created, produced, and hosted **315 exciting virtual events in 177 days**, which means the team was producing 1.8 events per day.

How did Brandlive solve The Biden Campaign's unique challenges?

Who's watching? One important metric for the Biden Campaign team was the ability to identify their audience, and understand who was attending the virtual events. After experimenting with facebook and twitter, they called Brandlive back to resume discussions. Why? On these platforms, they weren't able to see who was showing up for events.

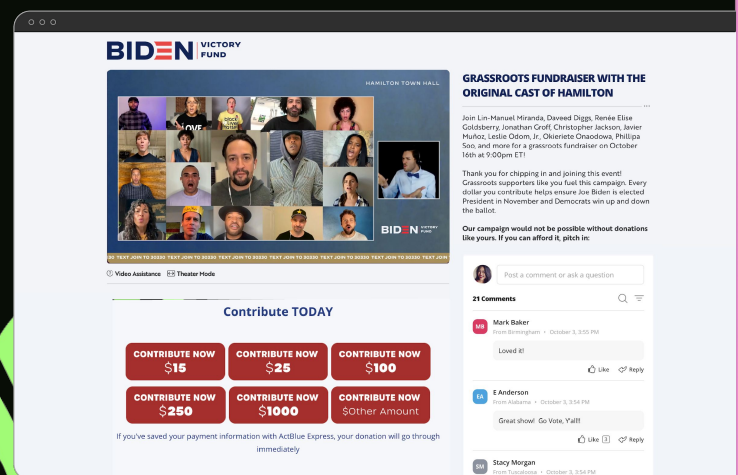
A Biden Campaign team representative explains, "It's vital for any political campaign to understand who is engaging with us. There are millions of people in our audience, and we need to know who they are so that we can effectively communicate with them."

Once the need for audience data was identified, the Biden team partnered with Brandlive for the remainder of the virtual campaign trail.

Fully-owned events, branded to Biden.

In addition, the Biden team wanted to fully own the look and feel of their broadcasting destination. Brandlive worked with the Biden team to set up the broadcast on the client's domain. So, the audience saw a virtual event that was hosted by the Biden campaign, directly on the campaign website.

Visually, the design was customized to Biden campaign specs. In scenarios like this with advanced custom branding, Brandlive sits 100% behind the scenes, with no mention of the platform anywhere visible to attendees. Said Brandlive's VP of Product and Marketing, Thomas Iwasaki, "It was the most comprehensive custom branding rollout we've done with a client."



Security. Top of mind for the Biden team was security. The Brandlive platform's comprehensive and fully adaptable security capabilities delivered a completely secure digital experience across all events. The Brandlive team works with clients to complete any security discovery documents, meet with security teams, and provide access to run 3rd party security scans and/or OWASP penetration tests.

"I could rest easy knowing that all of the Biden Campaign virtual events were completely secure on the Brandlive platform." said a Biden Campaign team representative.

Brandlive's products are hosted in SOC 2 Type II & ISO 27001 certified data centers at the leading hosting companies for all parts of its stack. Brandlive's internal processes are also SOC 2 Type I certified since 2018. Brandlive's internal SOC 2 Type II certification is in process, pending 6/30/21 completion.

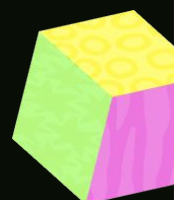
To learn about the most popular Biden Campaign Trail Events, check out Joe Biden Campaign for President: [Most Popular Campaign Trail Virtual Events](#)

Seamless data integration. In addition to customized audience data about event guests, the Biden campaign required information on page views, viewer retention, product clicks, and donation data. A Biden team representative said, "The Brandlive platform leveraged all event analytics to integrate data into our systems, smoothly and securely. Having this data gives us insights we couldn't get elsewhere, and the ability to have it efficiently connected to our existing framework made the entire process of getting essential metrics easy."

Event Variety. Over the span of 7 months, the Biden team hosted all types of events. Fundraisers, town halls, endorsement speeches, concerts, and more. A Biden team member said, "The Brandlive platform is versatile enough to facilitate any type of event. When you're producing as many events as we do, there are unique needs for each one - different feature functionality is required for a fundraiser gala and a concert, for example. Brandlive was able to help us create event pages that met each varying need, with engagement features that our audience loved."

"We chose Brandlive because the platform allowed us to have true ownership of our channel. It was a broadcasting venue with inner workings premade for us. All we had to do was show up for the event."

-Biden Team Member, Biden Campaign



100+

Teammates

27,000+

Events hosted

37,000+

Hours streamed

16,000,000+

Viewers reached*

BRANDLIVE

Since 2010, Brandlive, headquartered in Portland, OR, has been the leader in the end-to-end hosting, production, and support of the world's largest and most memorable virtual events. Fortune 100 companies choose Brandlive to create branded, customizable events with the help of Brandlive's dedicated support teams.

The user-friendly Brandlive product suite - Events, Showrooms, Greenroom, and Studios and Productions - enables anyone to host their most important communication moments in 30+ languages, for audiences over 1M, with features including advanced registration and best-in-class audience analytics.

Find out why so many of the top 100 global companies work with and trust us on brandlive.com. Follow us @brandlive on LinkedIn, Instagram, and Facebook.

Get in Touch: sales@brandlive.com

*Excludes simulcasted viewers to YouTube and social channels, which are often multiples higher.

BRANDLIVE