

Brandlive featuring:

BIDEN HARRIS

Joe Biden for President: Top Campaign Trail Virtual Events

Company: Joe Biden Campaign for President

Headquarters: Washington, D.C.

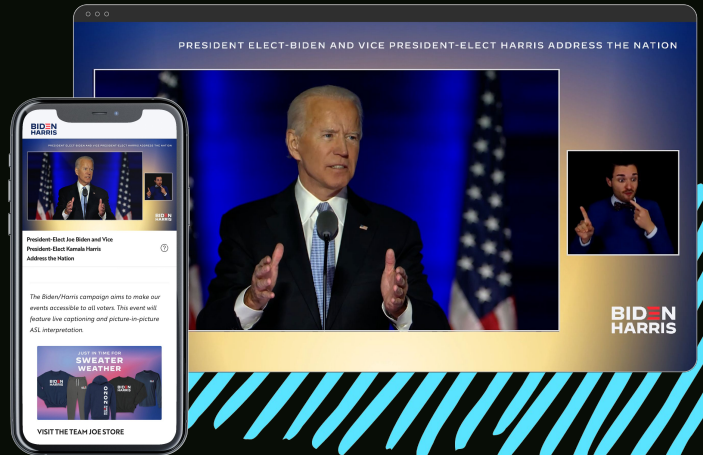
Size: 175+ full time employees, thousands of campaign contributors

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.

To learn about how Brandlive solved The Biden Campaign's unique challenges, check out the first story in this series:

["Joe Biden Campaign for President Partners with Brandlive for the Virtual Campaign Trail"](#)

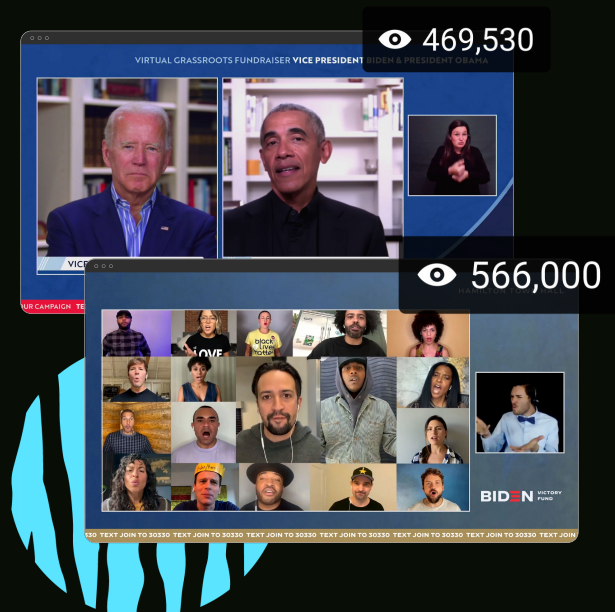
Event Variety

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."

Most Viewed Events: Hamilton, Obama, Harris

The top 3 most popular Biden virtual campaign trail events, in terms of overall views, were:

1. [Grassroots Fundraiser with the Original Cast of Hamilton](#) on October 17, 2020, with **566,000 views** and counting
2. [Grassroots Fundraiser With President Barack Obama](#) on June 23, 2020 with **469,530 views** and counting
3. [President-Elect Joe Biden and Vice President-Elect Kamala Harris Address the Nation](#) on November 8, 2020 with **469,530 views** and counting



Events with the highest registration numbers: Clinton, Poehler, and Rudolph

The Biden Campaign team chose for certain events to require registration, while other events required no registration by the viewer at all. In total, almost half of Biden events did require guests to fill out custom registration fields which allowed the team to build a rich set of viewer profiles for use across the campaign. The top 3 most popular Biden virtual campaign events with registration were:

1. [Grassroots Fundraiser with the Original Cast of Hamilton](#) on October 17, 2020, with 157,798 registrations.
2. [Grassroots Fundraiser With President Barack Obama](#) on June 23, 2020 with 152,832 registrations.
3. [Grassroots Fundraiser with Kamala Harris, Hillary Clinton, Amy Poehler and Maya Rudolph](#) on September 14, 2020 with 83,578 registrations.

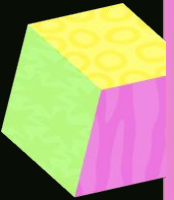
Brandlive Insights - Data that Informs

The Hamilton and Obama fundraiser events topped the charts in terms of both metrics: views and registrations. Interestingly the third most viewed event, [President-Elect Joe Biden and Vice President-Elect Kamala Harris Address the Nation](#) on November 8, 2020, didn't require custom registration by viewers and so wasn't in the running for that metric. Thus, the [Grassroots Fundraiser with Kamala Harris, Hillary Clinton, Amy Poehler and Maya Rudolph](#) on September 14, 2020 made it into the top 3 most registered events.

After several months of hosting and producing hundreds of events, The Biden Campaign Team has event analytics not only around views and number of custom registration, but about all aspects of the event. This data may be used to enhance understanding of audiences and improve communications to each unique type of guest. It may also be used to measure event success as it relates to various event feature functionalities. Last, the insights extracted from various post-event data may help to inform future virtual event planning.

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-Biden Team Member, Biden Campaign



BRANDLIVE

100+

Teammates

27,000+

Events hosted

37,000+

Hours streamed

16,000,000+

Viewers reached*

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.

