

The Problem

BetterHelp, the world's leading e-counseling platform, conducts virtual meetings each quarter for counselors who utilize their online platform. In the past, BetterHelp attempted many small outreach campaigns, but never had much success. This time around, they were looking to conduct a mass outreach and increase their meeting registrations and attendance rate.



The average attendance rate for BetterHelp **before** using eatNgage.



The average attendance rate for BetterHelp **after** using eatNgage.

The Solution

BetterHelp partnered with eatNgage to host the first webinar of this magnitude.

Invitations were sent out to a list of prospective attendees totaling 1200 counselors to whom eatNgage provided attendees with food delivery options to be enjoyed during the presentation

3 Simple Steps



Select your meal



Provide delivery information



Enjoy your meal during the presentation

The Result

eatNgage helped to conduct an outreach that was **30 times larger** than the average of past events. Ultimately, using the eatNgage platform, the webinar attendance rate was **65% higher** than BetterHelp's prior average.

By utilizing eatNgage's remote lunch and learn technology, BetterHelp was able to host their biggest and most successful event to date.



I was absolutely blown away but the results. eatNgage had a major impact on our outreach. We will definitely keep using them

Alon Matas
Founder of BetterHelp