

8x8

The Role of Integrated Video and Messaging in Virtual Event Success



The Virtual Event Attendance Gap

Virtual events attract strong registrations, but actual turnout tells a different story. The drop-off is behavioral.



35–45%

of registered attendees typically show up to live virtual events.

20–25%

average open rate for email, the channel most organizers rely on.

Up to **98%**

open rate for SMS and messaging apps like WhatsApp and Viber.

How 8x8 Bridges the Gap

Companies can use 8x8's smart messaging and Jitsi-as-a-Service (JaaS) to create a seamless attendee journey, from registration to live session participation.

- Step 01 Confirm Instantly**
Attendees receive immediate confirmation via SMS or WhatsApp.
- Step 02 Remind Effectively**
High-visibility reminders with rich media cut through inbox noise.
- Step 03 Join in One Click**
A direct link opens the session in-browser via JaaS — no downloads needed.
- Step 04 Experience Reliably**
A stable, branded video session keeps attendees engaged throughout.



What Organizers Gain with 8x8

Beyond attendance, 8x8 gives organizers an end-to-end ecosystem that simplifies operations and sharpens insight.

- End-to-End Engagement**
A continuous flow from confirmation to post-event follow-up.
- Actionable Analytics**
Track which reminders drove the most joins and where drop-offs occurred.
- Full Brand Control**
Customize messaging and the live video interface to match event identity.
- Reduced Support Load**
Frictionless joining cuts queries and support escalations.

Built for Reliability and Scale

8x8 JaaS and smart messaging deliver enterprise-grade event infrastructure built to perform.

[Click Here to Learn More](#)

- 99.99% Uptime SLA**
Enterprise-grade reliability minimizes interruptions.
- Browser-Based Access**
No app downloads or account creation required.
- End-to-End Encryption**
GDPR-compliant architecture secures every session.
- Multi-Channel Reach**
SMS, WhatsApp, RCS, and Viber reach attendees where they already are.

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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