



How Our Done-For-You Event-In-a-Box Service Helped Applitools Run a Smooth Virtual Conference

About TestGuild

At TestGuild, we service two primary customer personas with our industry-leading automation testing education and done-for-you services. We work with software engineers such as testers and developers that need help automating their testing process and Software Companies that offer a test tool, product, or service that can benefit our community.

The Test Guild community comprises a highly engaged, growth-oriented, and ambitious audience of 27k+ software testing professionals and is a trusted partner of some of the industry's biggest brands.

About Applitools

Founded by software developers with a mission to shorten the release cycles of their products, Applitools is a next-generation test automation platform powered by Visual AI. Their product features AI-powered computer vision algorithms that can instantly analyze entire application pages and report differences only visible to the human eye, dozens of SDKs to allow developers and testers to easily add visual checkpoints to their existing tests, and many other technical elements that set them apart from their competitors.

Who We Serve

For Software Testers, TestGuild:

- Acts as a testing community designed to support software testers and developers
- Covers automation tooling and techniques for DevOps functional, performance, and security testing
- Features testing thought leaders on our podcast and online events
- Supports those that come to our site to discover an actionable tip, tool, best practice or mindset that will accelerate a new or existing automation project

Through promotion of their products and services to targeted audiences, we help Software Testing Companies achieve:

- Brand awareness goals
- Lead generation goals
- Thought leadership goals



Challenges

Applitools was hosting a sizeable virtual event focused on front-end testing and had partnered with another vendor to host the event on a hosting platform called Eulerr. Throughout pre-event testing, their team uncovered numerous bugs and software issues, resulting in a growing concern with the reliability of Eulerr's systems. They worried the event would be a bad experience for their users because of these glitches in the system, and their marketing team feared they would lose valuable leads and future business because of a low-quality experience.

As a result, Applitools looked for a solution to help make their event run smoothly while collecting as many leads as possible. At the time Applitools contacted us, the event was only a few weeks away, and event attendees had already registered for the event through Eulerr, so it was too late to switch platforms. Here's how we helped.

Solutions Implemented

To minimize the stress and load on the Eulerr app, I suggested using the TestGuild backend system to mix and produce the live stream for their event instead of relying on the Eulerr platform. We planned on simply pointing that stream to be viewed on Eulerr, which avoided using speakers or speaker functions on their platform, reducing the chance of bugs or disruptions.

We recommended pre-recording all their speakers' sessions and applying conference branding ahead of time to ensure the highest quality video/audio quality. Our team handled scheduling and recording each speaker session and edited and normalized audio. We streamed the speaker's session during the event and brought the speaker in to perform a live Q&A. We scheduled, recorded, edited, and added captions to all speaker sessions.

Results Achieved

With the support of TestGuild, Applitools' event went off without a hitch! We overcame their concerns around quality and reliability, relieving their stress and anxiety about the event.

There were **zero issues or help desk tickets** opened from attendees throughout the event that would have occurred had they stuck with relying on the Eulerr platform, so we're very proud of the results of our partnership. Attendees had **positive feedback** about their experience at the virtual event, and the Applitools marketing team successfully generated **high-quality leads** for their funnel.



Testimonial

Joe's **service is outstanding**. He helped us set up a virtual event with over **1,000** attendees in a matter of days and built an amazing online experience for the event attendees.

Moshe Milman, Co-Founder and COO @ Applitools