

2025 CLIENT CASE STUDY

MANYCHAT

PHOTO CREDIT: ELLAH LAUREN



*"[At SXSW] Manychat was right where we needed to be
—connecting directly with creators and social media marketers"
Ido Mart, CMO at Manychat*





AT A GLANCE

- Industry: Marketing/Advertising, Software Development
- SXSW Product Featured:
 - Official Event

Manychat powers creators to grow bigger, engage better, and earn more—so they can focus on what they do best.

THE TARGET

Manychat's goal at SXSW was to give creators and social media marketers the boost they need to take on everything the week throws their way. An official event helped attract buzz, awareness, and social engagement with creators and social media marketers.

THE APPROACH

From good coffee and local sounds, to swag, snacks, and drinks — Manychat hosted a space for creatives to recharge in the middle of the SXSW energy. The event created an experience that felt like a breather and a boost. It was a chance to connect with the community and hear their stories.

THE IMPACT

As part of their success, Manychat received increased brand awareness in overall event attendance, social media engagement, and product interaction. With over 700+ attendees and 90K views on social posts, the Official Event acted as a powerful stage to drive recognition and inspire key audiences.

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“For Manychat, SXSW is a powerful stage to drive awareness and inspire with a key audience of Creators and Social Media Marketers—meeting them where their passions and ambitions collide.”

Ido Mart, CMO at Manychat

