



Event Campaign: M365 Revival

Overview

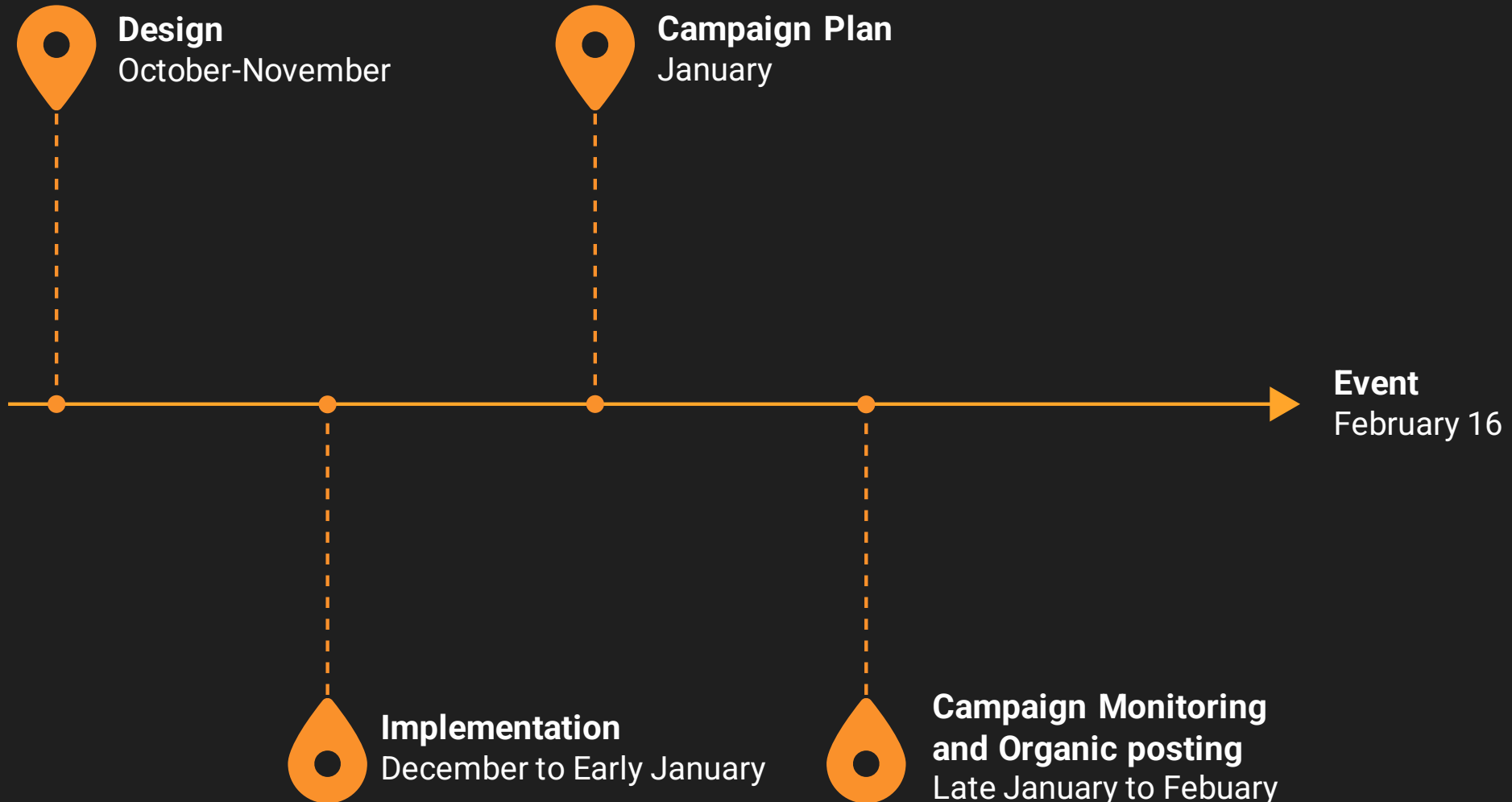
- On the **16th of February 2023**, Cloudway and Microsoft plan to hold an event called **M365Revival** with a maximum capacity of 140.
- Digitalfeet was to setup an event campaign aimed at getting potential bookings for the Microsoft 365 conference.
- On December 2022, we started setting up the website and by January 2023, we started preparing for the campaign. By the 26th of January, we were able to run 2 ads for the event and send the email invitations out.

Timeline

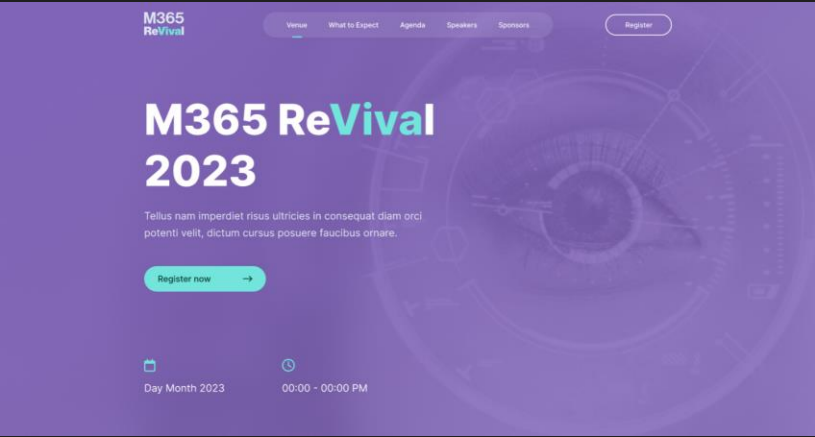
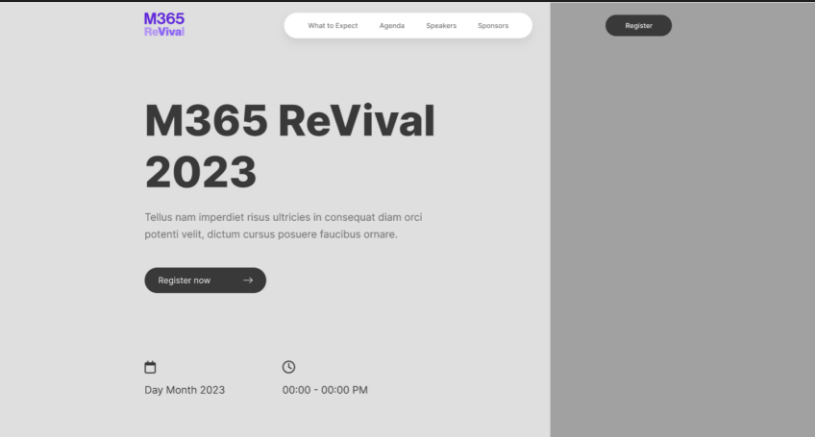
Timeline

Date	Task	Who
Jan. 11 - 13	<ul style="list-style-type: none">• Make speaker slideshow• Prepare Facebook & LinkedIn Ad settings	Digitalfeet Digitalfeet
Jan 13 - 17	<ul style="list-style-type: none">• Started with content & design for emails	Digitalfeet
Jan 18 - 23	<ul style="list-style-type: none">• Created the short videos• Started working on video teaser	CloudWay Digitalfeet
Jan 26	<ul style="list-style-type: none">• Run Video Teaser Ad• Send out of Email Invitation	Digitalfeet Digitalfeet
Jan 31	<ul style="list-style-type: none">• Run Speaker Slideshow Ad	Digitalfeet Digitalfeet
Jan 31 – Feb 15	<ul style="list-style-type: none">• Posting of Speaker Images and Countdown Posts	Digitalfeet
Feb 9	<ul style="list-style-type: none">• Set up a retargeting audience• Send out Reminder Email	Digitalfeet Digitalfeet
Feb 16	<ul style="list-style-type: none">• Hold event• Send out Survey Email	CloudWay Digitalfeet

M365Revival Timeline



M365Revival Website



Timeline

October - November

M365Revival Website

<https://m365revival.com/>

The banner features a purple background with a large, stylized eye graphic in the center, overlaid with technical diagrams and circuitry. The text is white and orange, providing a high-contrast look.

M365 ReVival 2023

The focus for M365ReVival is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft 365. There is a difference between having access to the technology and using it in a smart way.

[Register now](#)

Agenda **What to Expect** **Speakers** **Venue** **Sponsors** **Code of Conduct** [Register](#)

 16 February 2023


 09:00 - 16:00 PM

 Dronning Eufemias gate 71, 0194 Oslo

Timeline

December – Early
January

M365Revival Campaigns



M365ReVival

12 followers

Promoted


We are proud to announce the first dedicated [#MicrosoftViva](#) event in Norway!

If you are in HR, adoption, internal communications or an ITPro. If you are using [#MicrosoftTeams](#) and [#Microsoft365](#), but are thinking: "there must be a smarter way to work?" Then this is the event you MUST attend in 2023.

M365ReVival is a 1-day conference at [#MicrosoftNorway](#) offices, February 16th, with two tracks – to understand the WHY and the HOW.

Check out the agenda and register as soon as possible, seats are limited.

Click here: <https://m365revival.com/>



Ståle Hansen

Founder and Principal Cloud Architect at CloudWay

0:03 / 1:28

democratizes

Join our M365 ReVival

Register


Like

Comment

Repost

Send

[Ad Preview for the Video Teaser](#)



M365ReVival

26 followers

Promoted

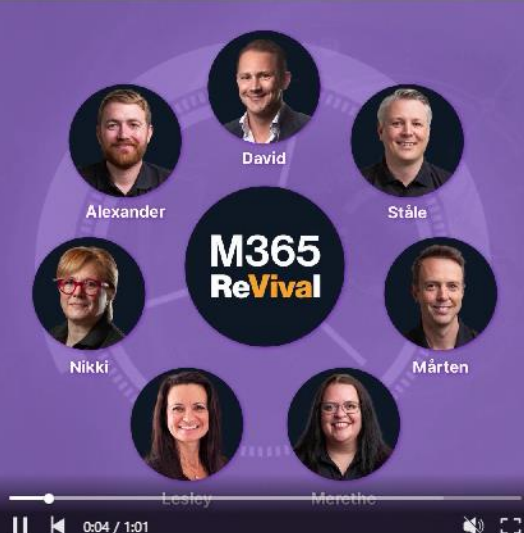
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Join our M365 ReVival

Register

[Ad Preview for the Speaker Slideshow](#)

Timeline

January – February

M365Revival Campaigns

M365
ReVival

Drive your purpose in everyday life with **Digital wellbeing** and learn how to effectively measure and implement **Viva Insights and Viva Goals** with Ståle Hansen.

Ståle Hansen
Founder and Principal Cloud Architect at **CloudWay**



M365
ReVival

3 DAYS TO GO

Register now: M365ReVival.com

Timeline
January

Newsletters

**M365
ReVival**

**Join our ReVival for how you
work with Microsoft 365!**
16 February 2023 • Dronning Eufemias gate 71, 0194 Oslo



Lesley Mårten Ståle Alexander Merethe Nikki David

There is a difference between having access to technology and using it smartly. The focus for **M365 ReVival** is to help you understand how Microsoft Viva drives best practice use and adoption of what you already have, alongside Microsoft Teams and Microsoft 365.

What to Expect

Microsoft Viva takes Microsoft Teams and the employee experience to the next level, and we need to talk about this. We start the day with a keynote for everyone and then split into two tracks, one for HR and adoption, and one for ITPros. We will end the day with a fireside chat with Orkla and how they use Viva.

Register here today as seats are limited [M365ReVival 2023 | February 16th | Oslo, Norway](#), and invite your HR and communications colleagues!

[Sign Up Now for only 389Nok](#)

Event date:
February 16, 2023

Location:
Dronning Eufemias gate 71, 0194 Oslo

Follow us on:
[in](#) [t](#)

**M365
ReVival**

Hi **[First name]**,

We hope you're as excited as we are for the upcoming event on **Thursday, February 16th**, from 0900 - 1600 CET at **Dronning Eufemias gate 71, 0194 Oslo**. We wanted to ensure you didn't forget about this and have all the necessary information as the day is quickly approaching.

This will be an informative experience having our esteemed speakers who are passionate about Viva and are Microsoft's Most Valuable Professionals (MVPs).

Thank you for your interest, and we look forward to seeing you there!

If you have any questions or concerns prior to the event, please don't hesitate to contact us at info@cloudway.com

Sincerely,
CloudWay

Follow us on:
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Timeline

January - February

Hour Breakdown

Newsletters



Timeline

January – Early February

Hour Breakdown

Campaign Asset	Tasks	Hours	Total
Landing page	Design	6h	18 hrs
	Implement	9h	
	Analytics Tracking and Analysis	3h	
Speaker Slideshow Ad	Edit	7h	13 hrs and 15 mins
	Campaign Setup	4h 30m	
	Campaign Monitoring	1h 45m	
Video Teaser Ad	Edit	12h	16h and 45 mins
	Campaign Setup	3h	
	Campaign Monitoring	1h 45m	
Countdown Post (3 posts)	Edit	3h	6 hrs and 20 mins
	Adtext	3h	
	Posting	20m	
Speaker Images (7 posts)	Edit	4h	9 h 30 m
	Adtext	4h	
	Posting	1h	
Emails (Reminder, Invite, Survey)	Content	3h	16h 30 mins
	Design	7h 30m	
	Setup and Sendout	6h	
Other Tasks	Short Videos Edit	5h	10 hrs
	Screen Materials	5h	
Total Hours			90 hours and 20 mins

Landing Page

M365Revival Website

<https://m365revival.com/>



M365 ReVival
2023

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[Register now →](#)

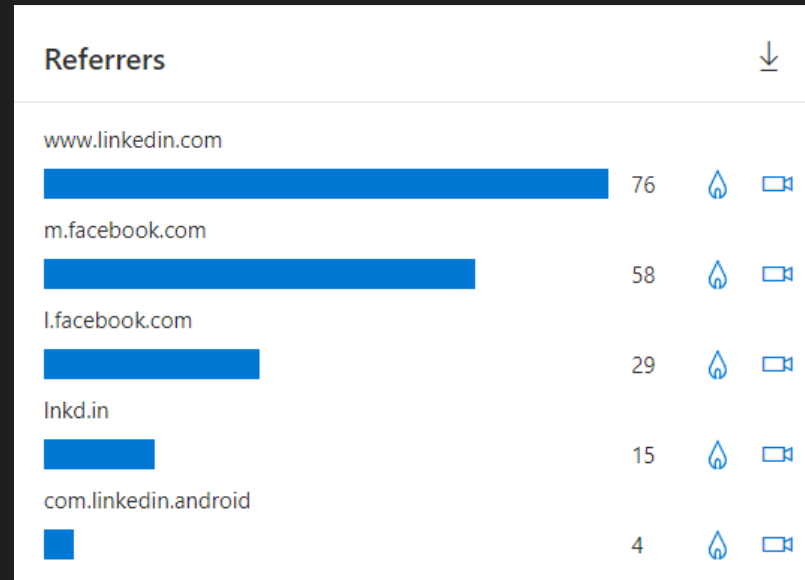
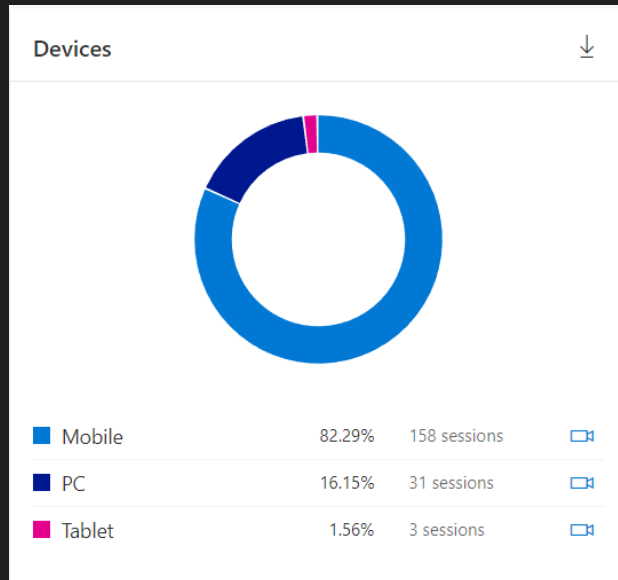
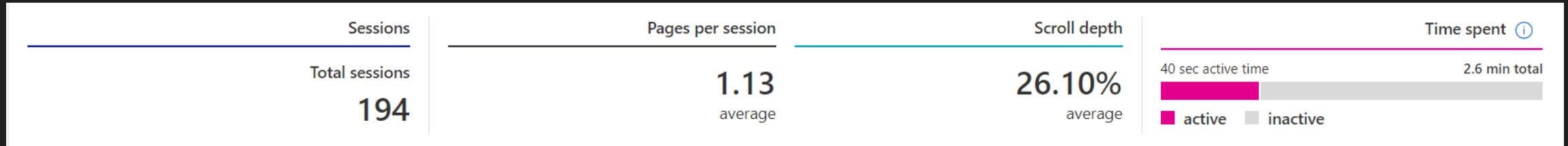
 16 February 2023

 09:00 - 16:00 PM

 Dronning Eufemias gate 71, 0194 Oslo

- ✓ Website was launched last **January 6, 2023**
- ✓ Updated the agenda into 2 columns and added the short videos on **January 31, 2023**

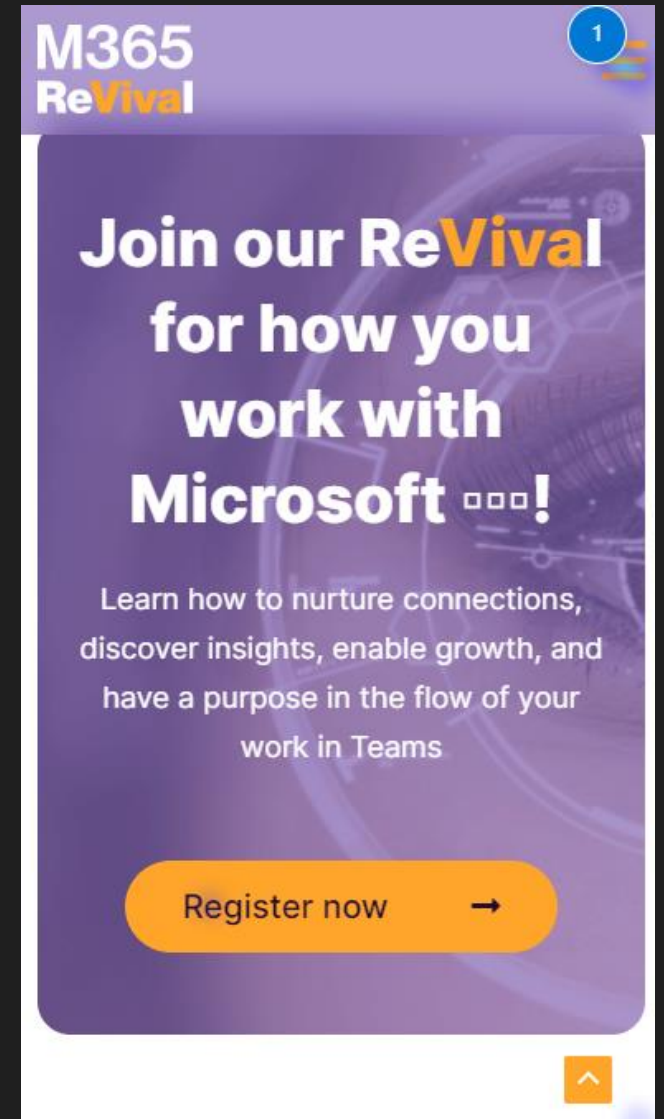
MS Clarity (Campaign & Referral)



- Clarity records all sessions but will not video record every users.
- Most of the users coming from the campaign are using mobile devices
- *Note: The link that accompanies the campaign is only tracked as a referral as the link has not been added with the UTM code, the users who did not click the "Register" or "Book now" button in the campaign but instead clicked the link that is in the ad text are regarded as referral traffic and not registered as a user from the campaign.*

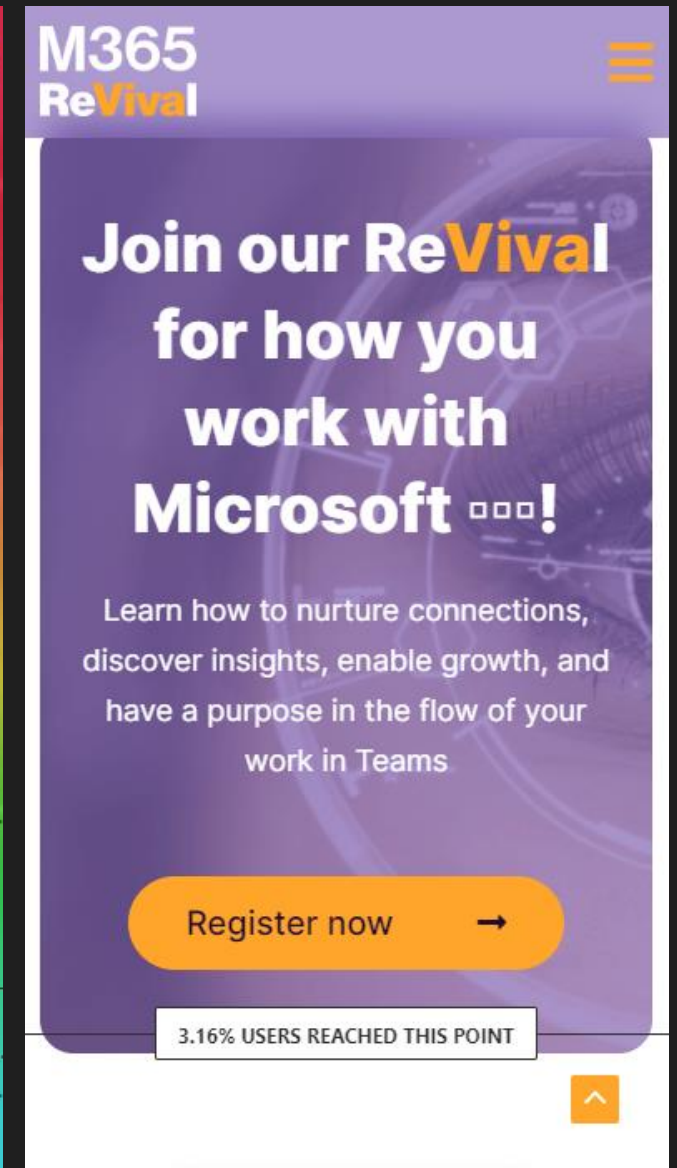
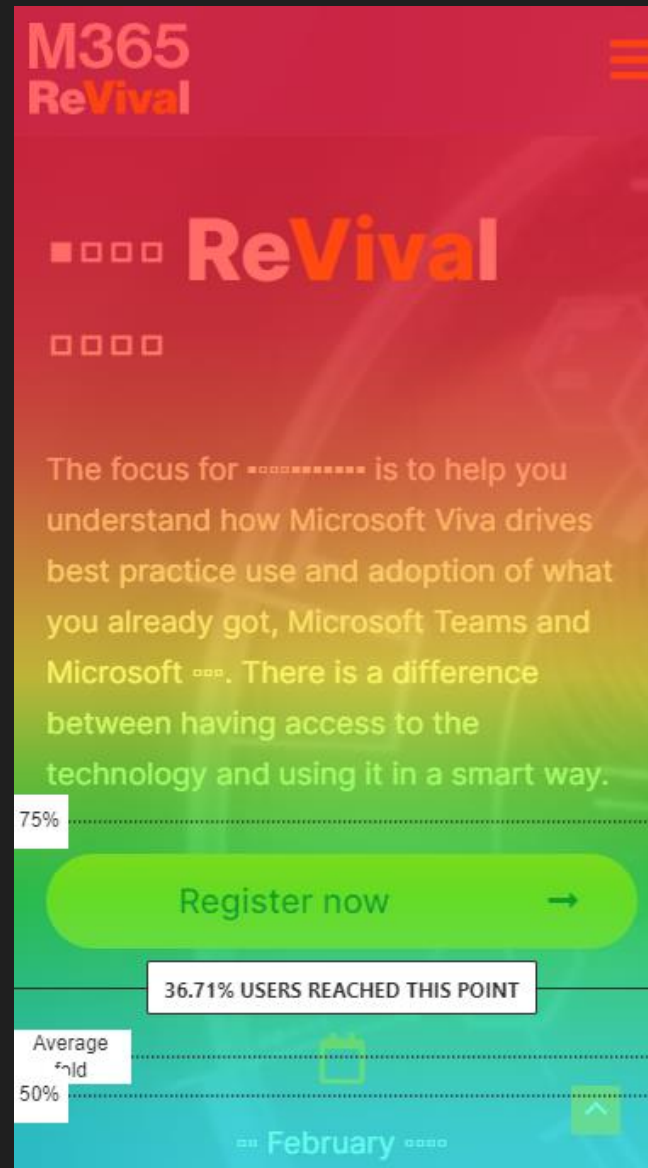
MS Clarity (Clicks)

- The reason why there are boxes in the illustration is not because of errors but it has something to do with the MS Clarity giving privacy to users & the website
- What is showing in the illustration is the number of clicks coming from the campaign
- There are a total of 12 recorded clicks within the website (mobile).



MS Clarity (Scroll Depth)

This is the record of the scroll depth of the users in which most of the users are exiting the site after seeing the landing page and only 5 of the users have reached the bottom.



MS Clarity (Click) All

- This is the heatmap for the page, Norway only
- For PC there are **41 clicks** in the register buttons
- Visitors are curious as to what the agenda is, as the agenda button in the header is getting **14 clicks** and **more than 50%** of visitors scrolled to the Agenda

75%

Agenda

Learn the **WHY** and discover the **HOW**: Learn why we need to rethink the best ways of using *** as HR, adoption, internal communications and how IT can be on top of things with best practices. All sessions will be in English.

56.67% USERS REACHED THIS POINT

M365
ReVival

AgendaWhat to ExpectSpeakersVenueSponsorsCode of ConductRegister

ReVival

The focus for ***** is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft ***. There is a difference between having access to the technology and using it in a smart way.

Register now →

FebruaryPMDronning Eufemias gate **, **** Oslo

CloudWayMicrosoft

Join our ReVival for how you work with Microsoft !!!

Learn how to nurture connections, discover insights, enable growth, and have a purpose in the flow of your work in Teams

Register now →

Follow @*****

Campaign:

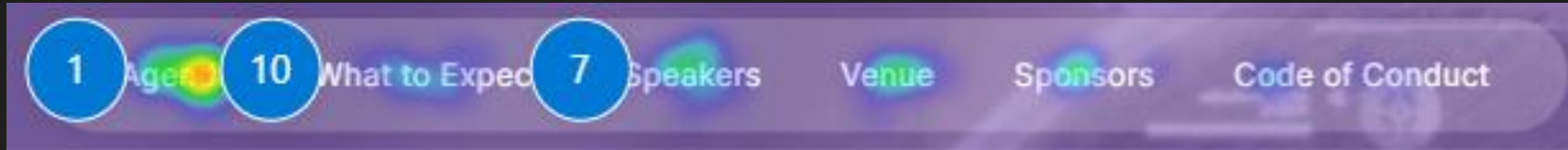
Ad set 1: Video Teaser

Ad set 2: Slideshow

Insights

What Worked

- Giving the general idea on what to expect for the event in a brief and catchy manner, accompanied with the register button
- Putting a Navigation menu on top
- Landing Page giving the important details on arrival.



What Didn't Work

- The Youtube videos in the site had very little views and clicks.

Video Teaser



Headline:

Join our M365 Revival

Adtext:

We are proud to announce the first dedicated [#MicrosoftViva](#) event in Norway!

If you are in HR, adoption, internal communications or an ITPro. If you are using [#MicrosoftTeams](#) and [#Microsoft365](#), but are thinking: "there must be a smarter way to work?" Then this is the event you MUST attend in 2023.

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Speaker Slideshow

For slideshow link click [HERE](#)



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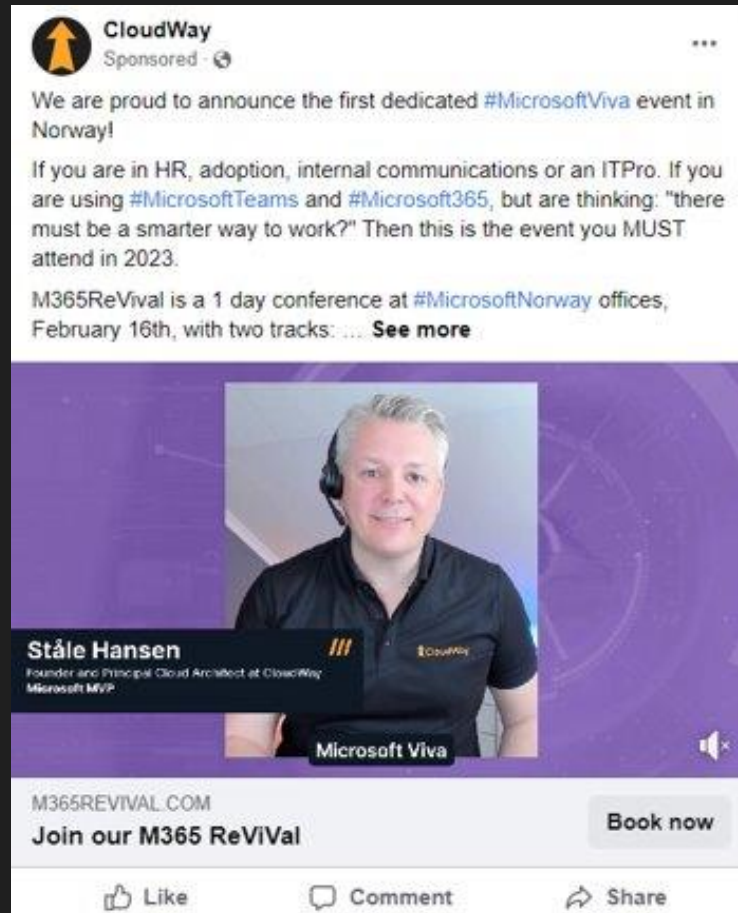
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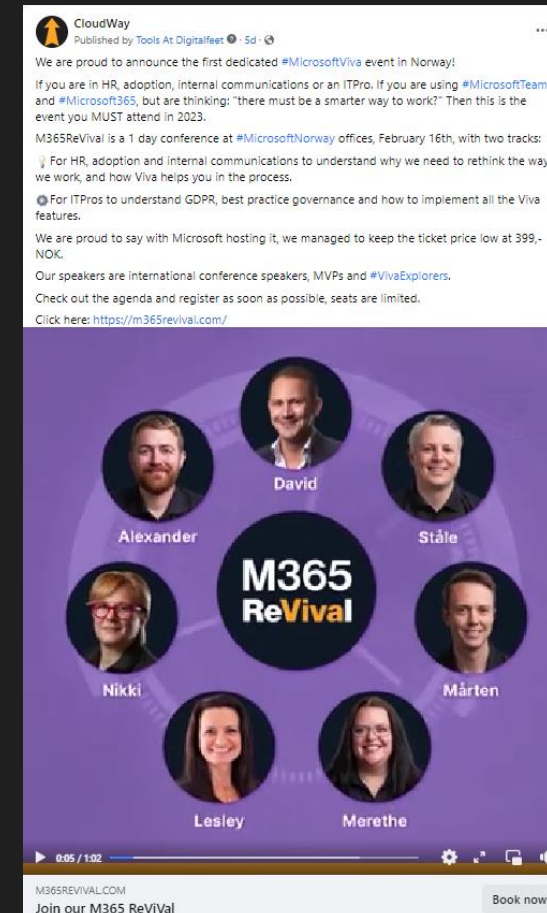
Campaign Result:

Facebook

Facebook Campaign- M365Revival Campaign



Adset 1: FB Preview - Video Teaser



Adset 2: FB Preview - Speaker Slideshow

Slideshow vs. Teaser Comparison

	Reach	Impression	Clicks	Average CPC (cost-per-click)
Video Teaser	4,804	12,163	86	NOK 19.23
Slideshow	4,433	10,131	54	NOK 21.64

- Video's Reach is +8% higher compared to Slideshow
- In terms of average daily reach, Slideshow registered 211, 5% higher versus Video's average daily reach
- Subsequently, Video generated more clicks which is 86 and is 11% cheaper in terms of CPC compared to Slideshow's CPC
- ❖ In terms of reach, Slideshow led with **an average 211 daily reach versus 200 daily reach that of Video.**
- ❖ Clicks wise, Video Teaser generated **32 more and is NOK 2.41 cheaper compared to the Slideshow version.**

Note: Video Teaser Ad started January 24 while Slideshow Ad started January 27

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Facebook Ads – Total Campaign Result

Reach
9,237

Link Clicks
141
Click-through rate
0.63%

Web users
89

Conversion
8
(Register button clicks)

- Reach have achieved 9,237, a 92% hit rate against campaign goal
- Click-through-rate is shy by .15% against the benchmark for the B2B industry (0.78%)
- Users generated going to the website reached 141.
- Based on Clarity, there are 8 clicks on the Register button via Facebook campaign and referral
- Video playtimes:
 - 152 times the Video was played at 25% of its length
 - 458 times the Slideshow was played at 25% of its length

What we did

- Increased the ad spend and broadened the target audience
- A/B Test was done with 3-day interval of the 2 versions

Note: 141 clicks are the total number of clicks on links within the ad (including to our account page, "see more") while the Web Users indicate the number of users who visited the landing page.

Facebook Ads – Weekly Results

	Total Goal	Total	Weekly goal	Week 1 [Jan24-Jan30]	Week 2 [Jan31-Feb6]	Week 3 [Feb7-Feb15]
Reach	9,600	9,237	2,400	2,311	4,426	2,500
Link Clicks	92	141	23	25	39	77
Click Through Rate	0.78%	0.63%	0.78%	0.69%	0.36%	0.63%
User Generated		89		21	29	39

- On the average, the campaign achieved **128% hit rate week-on-week**
- Meanwhile, link clicks surpassed the weekly target of **23**
- Click-through-rate on the other hand is shy by **.15%** against the benchmark for the B2B industry (**0.78%**)
- The spike in week 2 performance was achieved because of the **increased ad spend and broadening the target audience**

Campaign Result:

Linkedin

LinkedIn Campaign - M365Revival Campaign

M365 ReVival
12 followers
Promoted


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Ståle Hansen
Founder and Principal Cloud Architect at CloudWay
MVP

0:03 / 1:28

Join our M365 ReViVal [Register](#)

Like Comment Repost Send

Adset 1: LinkedIn Preview - Video Teaser

M365 ReVival
27 followers
Promoted

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0:05 / 1:01

Join our M365 ReVival [Register](#)

Adset 2: LinkedIn Ad - Speaker Slideshow

Slideshow vs. Teaser Comparison

	Reach	Impression	Clicks	Average CPC (cost-per-click)
Video Teaser	13,299	14,841	40	NOK 123.82
Slideshow	12,587	12,587	27	NOK 119.18

- Video's Reach is +6% higher compared to Slideshow
 - In terms of average daily reach, Slideshow registered **599**, an **8% higher** versus Video's average daily reach
 - Subsequently, Video generated more clicks which is 40 but is +4% expensive in terms of CPC compared to Slideshow's CPC
-
- ❖ **Slideshow shows that it could reach wider audience at an average daily reach of 599 while;**
 - ❖ **Video shows that it could generate more clicks than that of Slideshow**

Note: Video ad started January 24 while Slideshow started January 27

LinkedIn Ads – Total Campaign Result

Reach
25,886

Link Clicks
93
Click-through rate
0.26%

Web Users
55

Conversion
22
(Register button clicks)

- Reach have achieved 25,886 a 103% hit rate against campaign goal
- As for the boosted post, we generated an additional reach of 1,419 with 11 clicks.
- Click-through-rate is somewhat behind by 18% compared to the benchmark for the B2B industry (0.44%)
- Users generated going to the website reached 55. Majority of the users reach the first 25% of the landing page
- Based on Clarity, there are 22 clicks on the Register button via Facebook campaign and referral

What we did

- During the week 2 period, we've increased the ad spend in LinkedIn and broadened the target audience
- As part of optimizing the event campaign, we boosted a post that will continuously run for 5 days (feb 4- feb 8).

Note: Note: 93 clicks are the total number of clicks on links within the ad (including to our account page, "see more") while the Web Users indicate the number of users who visited the landing page.

LinkedIn Ads - Weekly Result

	Total Goal	Total	Weekly goal	Week 1 [Jan24-Jan30]	Week 2 [Jan31-Feb6]	Week 3 [Feb7-Feb15]
Reach	15,300	25,886	5,100	2,145	10,844	12,897
Link Clicks	30	93	6	3	31	59
Click Through Rate	0.44%	0.30%	0.44%	0.14%	0.23%	0.30%
User Generated	-	55	-	3	19	33

- Over all the Ad reach has **103% hit rate** against the total reach goal
- The link clicks surpassed the **weekly target of 6**
- Click-through-rate is somewhat behind by **0.14%** the benchmark for the B2B industry (**0.44%**)
- The spike in week 2 and 3 performance was achieved because of **the increased ad spend and broadening the target audience**

Campaign Result:

Facebook & LinkedIn

Slideshow vs. Teaser Comparison

	Reach	Impression	Clicks	Average CPC (cost-per-click)	Productive Hours
Video Teaser	18,103	27,004	126	NOK 52.44	16h 45m
Slideshow	17,020	22,718	81	NOK 54.07	13h 15m

- ❖ Slideshow shows that it could reach wider audience at an average **daily reach of 810** but;
- ❖ Video shows that it could generate more clicks than that of Slideshow with cheaper CPC

The data suggests that if we are after with wider reach (awareness of the campaign) we can focus our efforts on making Slideshow while if we want to drive clicks we can focus on making video as our creative asset.

Note: Video ad started January 24 while Slideshow started January 27

Total Ad Result

Reach
35,123

Link Clicks
207
Click-through rate
0.47%

Web users
144

Conversion
30
(Register button clicks)

- Reach have achieved over 35k audience
- As for the boosted post, we generated an additional reach of 1,419 with 11 clicks.
- Click-through-rate is somewhat behind by 18% compared to the benchmark for the B2B industry (0.44%)
- Users generated going to the website reached 144. Majority of the users reach the first 25% of the landing page
- Based on Clarity, there are 30 clicks on the Register button via Facebook campaign and referral

What we did

- During the week 2 period, we've increased the ad spend in LinkedIn and broadened the target audience
- As part of optimizing the event campaign, we boosted a post that will continuously run for 5 days (feb 4- feb 8).

Note: 93 clicks are the total number of clicks on links within the ad (including to our account page, "see more") while the Web Users indicate the number of users who visited the landing page.

Weekly Ad Result

	Total Goal	Total	Weekly Goal	Week 1 [Jan24-Jan30]	Week 2 [Jan31-Feb6]	Week 3 [Feb7-Feb15]
Reach	24,900	35,435	7,500	4,456	15,270	17,854
Link Clicks	124	234	29	28	70	136
Click Through Rate	0.61%	0.47%	0.61%	0.42%	0.30%	0.47%
User Generated	-	144	-	24	48	72

- Over all the Ad reach has **142% hit rate** against the total reach goal
- The link clicks surpassed the week benchmarky target of **29**
- Click-through-rate is at par with the for the B2B industry (**0.44%**)
- The spike in week 2 and 3 performance was achieved because of the **increased ad spend and broadening the target audience**

**Other Insights, action points
and learnings from the campaign**

Insights and Action Points

- Run ad on schedule based on the activity of the users which is between **1pm to 12mn**
- 99% of the audience who viewed the ad uses their mobile phone thus the following should be kept in mind:
 - Create video that is mobile-optimized, (portrait format; **4:5 ratio**) with enough blank space to put all the information about the campaign such as texts, subtitles or graphics
- The recent campaign have only 3-second average playtime and 610 times the video was played at 25% of its length, that is the first 22.25 seconds of the video
 - Land the main message in the **first 3 seconds**
- The age range with most clicked is between **35-54** which contributed **45% followed by ages 25-34 which contributed 19%**
 - We can opt to exclude in the target audience those ages between **55-64 as they barely contributed 5%**

Organic Post on M365 Revival Account and Personal Account

Organic Post – Stats Summary

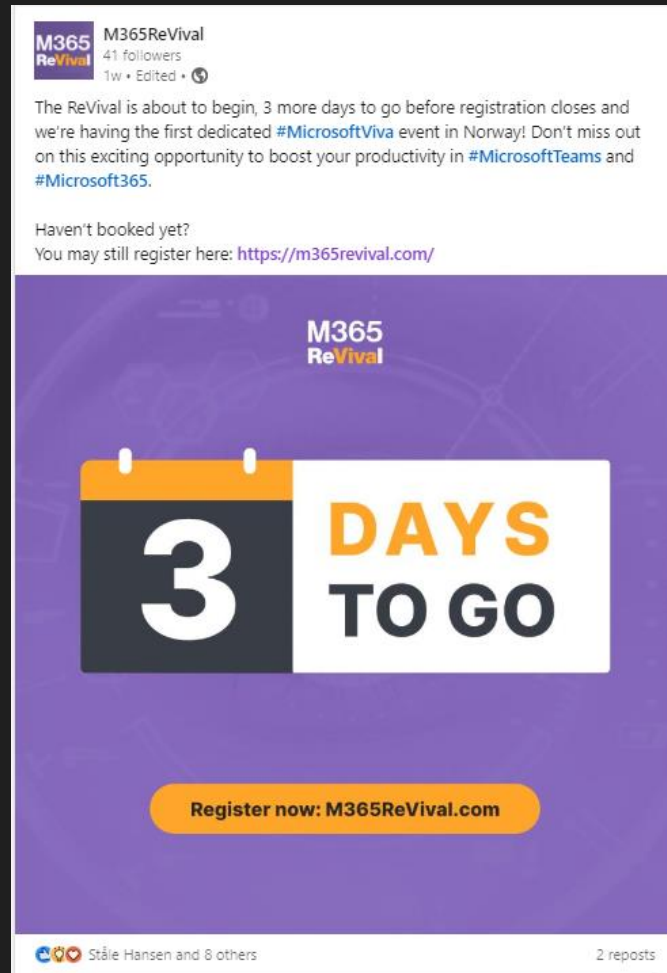
Date	Post	Channel	Clicks	Interactions (Reactions,comments, Repost)	Engagement Rate
Jan 23	*Stale's Video Invitation 1	LinkedIn	9	37	17.62%
Jan 26	*Invite HR	LinkedIn	22	18	1.68%
Jan 30	*Invite IT	LinkedIn	2	6	8.7%
Jan 31	Stale Hansen	LinkedIn	2	19	15.22%
Feb 1	Marten Hellebero	LinkedIn	6	11	19.15%
Feb 2	*Keynote Video	LinkedIn	3	8	14.1%
Feb 3	Lesley Crook	LinkedIn	3	8	14.47%
Feb 6	Merethe Stave	LinkedIn	6	8	11.2%
Feb 7	Nikki Chapple	LinkedIn	3	17	14.39%
Feb 8	Alexander Holmeset	LinkedIn	2	11	18.31%
Feb 9	David-Konrad	LinkedIn	-	10	14.49%
Feb 13	3 Countdown Post	LinkedIn	12	11	14.37%
Feb 14	2 Countdown Post	LinkedIn	2	9	32.35%
Feb 15	1 Countdown Post	LinkedIn	-	4	7.84%
Total			72	177	16.56%

Organic Post & Re-posts – Stats Summary

Account	Posts	Impressions	Interactions (Reactions, comments, Repost)	Video Views
Merethe	3rd countdown post	432	5	*
Merethe	Speaker list re-post	112	4	*
Merethe	Announcment 1 re-post	158	2	*
Merethe	Announcement 2 re-post	163	2	*
Merethe	Other re-posts	602	6	*
	Total	1,467	19	
Stale	IT Track	2,369	36	894
Stale	Video Invitation 1	1,927	52	691
Stale	Video Invitation 2	1,928	52	691
Stale	Announcement 1 (static)	5,296	103	
	Total	11,520	243	2,276
Total		12,987	262	2,276

While the re-posts from accounts with higher audience based were helpful in gaining event awareness, it is advisable to continue posting on Microsoft Revival page specially when there's an intent to run similar campaign related to M365. Recommendations includes: repurposing the posts from Cloudway's employees with days interval to increase a recall lift of the event or campaign.

3 Days to Go Post



Organic impressions: 168 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

168	9	7.14%
Impressions	Reactions	Click-through rate
0	2	12
Comments	Reposts	Clicks
13.69%		
Engagement rate		


2 Days to Go Post

M365 ReVival
41 followers
6d • Edited • 🌐

2 days to go before registration closes on our M365 ReVival event! Join us for a day of learning, networking, and discovering new ways to elevate your business with the power of Microsoft Viva.

You know that there is a smarter way to work. You just need to learn how! So, join us and register now!

Click here: <https://m365revival.com/>



2 DAYS TO GO

Register now: [M365ReVival.com](https://m365revival.com)

👤 Ståle Hansen and 4 others

4 reposts

Organic impressions: 46 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

46	5	4.35%
Impressions	Reactions	Click-through rate
0	4	2
Comments	Reposts	Clicks
23.91%		
Engagement rate		


1 Day to Go Post

M365 ReVival
41 followers
5d • 🌐

1 more day to go before registration closes! We hope that you're as excited as we are. Together let's learn the best practice use and adoption of [#MicrosoftTeams](#) and [#Microsoft365](#).

Registration will be closing soon, hurry and register now!

Click here: <https://m365revival.com/>



The graphic features a purple background with a faint network pattern. In the center, there's a calendar icon with a large white number '1' on a dark blue square, followed by the text 'DAY TO GO' in bold orange and black letters. Below this, an orange button says 'Register now: M365ReVival.com'.

Ståle Hansen and 2 others • 1 repost

Organic impressions: 68 Impressions

Hide stats ^

Organic stats

Targeted to: All followers

68	3	1.47%
Impressions	Reactions	Click-through rate
0	1	1
Comments	Repost	Click
7.35%		
Engagement rate		

Get to know the Speaker post - David



M365ReVival
41 followers
1w · 🌐

Discover the smart way of using [#MicrosoftTeams](#) and [#Microsoft365](#) from the M365 Experts!


Among the experts is [David Konrad Abramowski Aurtande](#). He works as a Lead Employee Engagement & Hybrid Work at [Orkla Group](#)

David-Konrad and Orkla's Digital Workplace Team help their 21,500 users embrace Microsoft 365 productivity solutions in ways that make their work more accessible, more inclusive, and more effective.

On M365 ReVival, he will be talking about "Fireside chat on how Orkla uses Viva."

Join M365 ReVival to hear from David-Konrad and get ready to embrace Microsoft 365 productivity solutions. Event will be on February 16, 2023, at [#MicrosoftNorway](#) offices.

Hurry and register here: <https://m365revival.com/>



Join David-Konrad Aurtande, VP of Orkla's Digital Innovation team, for a captivating fireside chat on how they are **leveraging Viva** to transform the way their **teams collaborate** and **drive** business outcomes.



David-Konrad Aurtande
Lead Employee Engagement & Hybrid Work at [Orkla](#)

 Ståle Hansen and 7 others

2 reposts

Organic impressions: 73 Impressions

Organic stats ⓘ

Targeted to: All followers

73
Impressions

8
Reactions

0%
Click-through
rate

0
Comments

2
Reposts

0
Clicks

13.7%
Engagement rate

Get to know the Speaker post - Alexander



M365ReVival
41 followers
1w • 

Discover the smart way of using [#MicrosoftTeams](#) and [#Microsoft365](#) from the M365 Experts!

[Alexander Holmeset](#) is a Senior Cloud Consultant at [CloudWay](#) and an MVP on Office Apps and Services.

He is experienced with international spread videoconference systems, IP Telephony, end-user training/support, and advanced troubleshooting. He focuses on teams, Skype for Business, Office 365, Graph API, and automation with PowerShell.

On the event, Alexander will talk about "How to implement Viva Learning."

Join M365 ReVival to hear from Alexander. Event will be on February 16, 2023, at [#MicrosoftNorway](#) offices.

Hurry and register here: <https://m365revival.com/>



Unlock the potential of **Viva Learning** with Alexander Holmeset and explore new ways to **integrate learning** and **building skills** into your day.



Alexander Holmeset
Senior Cloud Consultant
at [CloudWay](#)



5 reposts

Organic stats

Targeted to: *All followers*

74

Impressions

6

Reactions

2.7%

Click-through
rate

0

Comments

5

Reposts


2

Clicks

17.57%

Engagement rate

Get to know the Speaker post - Nikki



M365ReVival
41 followers
1w · Edited · 🌐

Discover the smart way of using [#MicrosoftTeams](#) and [#Microsoft365](#) from the M365 Experts!


Let's meet one of the speakers at M365 ReVival, [Nikki Chapple](#). Nikki is a Principal Cloud Architect at [CloudWay](#) in Microsoft 365 governance and compliance.

She is an Office Apps and Services MVP, a public speaker, and has presented at conferences such as South Coast Summit, Teams Day Online, and M365 Chicago, as well as user groups.

On February 16, she'll talk about:
How to implement Viva Topics
Viva Governance and privacy


Join M365 ReVival and learn from Nikki on Viva Topics, Governance, and Privacy. Event will be on February 16, 2023, at [#MicrosoftNorway](#) offices.


Hurry and register here: <https://m365revival.com/>



Join Nikki Chapple for an insightful discussion on navigating today's complex world of **Viva Governance** and **Privacy**. And get ready to master **Viva Topics implementation**.

Nikki Chapple
Principal Cloud Architect
at [CloudWay](#)



 Ståle Hansen and 13 others
3 reposts

Organic impressions: 143 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

143

Impressions

14

Reactions

2.1%

Click-through
rate

0

Comments

3

Reposts

3

Clicks

13.99%

Engagement rate

Get to know the Speaker post - Merethe

M365 ReVival

41 followers

2w • Edited •

Discover the smart way of using [#MicrosoftTeams](#) and [#Microsoft365](#) from the M365 Experts!

Meet the Chief Customer Officer and Senior Cloud Architect at [CloudWay](#), [Merethe Stave](#).

Merethe is an Office Apps and Services MVP, was recognized as one of Norway's 50 leading women in Tech 2020, and is a board member of the Norwegian Microsoft 365 Community.

She's passionate in helping users see the possibilities in the Microsoft 365 productivity suite. As an international public speaker, she has experience from Modern Workplace Conference Paris, SPS London, and of course, SPS Oslo.


On M365 ReVival, she'll dive into:
Internal knowledge sharing in 2023 and onwards
How to implement Viva Connections

Join M365 ReVival and learn from the expert, Merethe. Event will be on February 16, 2023, at [#MicrosoftNorway](#) offices.


Hurry and register here: <https://m365revival.com/>

M365 ReVival

Learn how **Viva Connections** can work for you with Merethe Stave! Discover ways to **enhance your internal knowledge** sharing in 2023 and onwards, communication, and networking capabilities, leading to greater long-term success.



Merethe Stave
CCO and Senior Cloud Architect at [CloudWay](#)

 Ståle Hansen and 4 others

1 comment · 2 reposts

Organic impressions: 24 Impressions


Hide stats ^

Organic stats

Targeted to: All followers


24	0	0%
Impressions	Reactions	Click-through rate
0	0	0
Comments	Reposts	Clicks
0%		
Engagement rate		

Get to know the Speaker post - Lesley



M365ReVival
41 followers
2w • Edited •

Discover the smart way of using [#MicrosoftTeams](#) and [#Microsoft365](#) from the M365 Experts!


 **Lesley Crook** is a Cloud Consultant at [CloudWay](#) and an M365 Apps and Services MVP since 2017.

She was also a speaker at international conferences such as Microsoft Ignite, Microsoft Future Decoded, Commsverse, and South Coast Summit.


On February 16, she'll speak about "Engaging employees in 2023 and onwards."

Join M365 ReVival to hear from Lesley and get ready for some engagement. Event will be on February 16, 2023, at [#MicrosoftNorway](#) offices.



Hurry and register here: <https://m365revival.com/>



Lesley Crook is here to help you engage your employees in 2023 with **meaningful** and **impactful initiatives** that will shape the future of your business.



Lesley Crook
Cloud Consultant at [CloudWay](#)

  Nik Yabo and 4 others

3 reposts

Organic impressions: 80 Impressions

Hide stats ^

Organic stats

Targeted to: All followers

80

Impressions

5

Reactions

3.75%

Click-through
rate

0

Comments

3

Reposts


3

Clicks

13.75%

Engagement rate

Announcement video



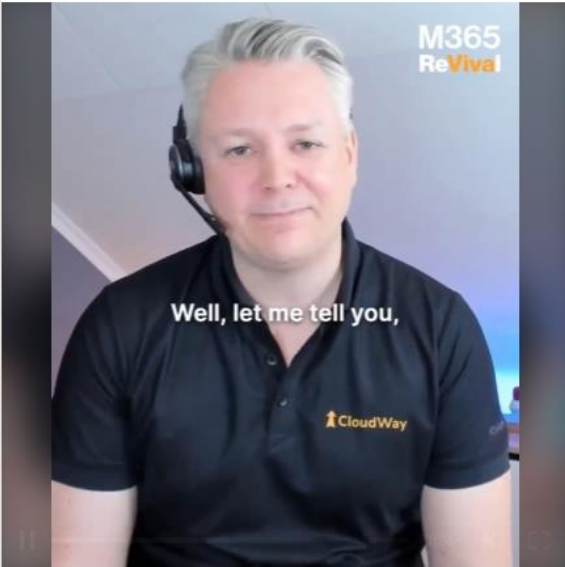
M365ReVival
41 followers
2w • 🌐

We are delighted to announce our keynote speaker at #M365ReVival, Ståle Hansen on the topic of #DigitalWellbeing. This is the perfect way to jumpstart your journey of reviving #Microsoft365 using #MicrosoftViva.

At the end of the day, join our fireside chat with David from Orkla Group on their experience with Viva.

M365ReVival is a full-day conference on 16th February at the Microsoft Offices in Oslo, Norway. Register here today <https://m365revival.com/>

Join us at M365ReVival to jumpstart your journey reviving #Microsoft365 using #MicrosoftViva.



Meet the M365ReVival 2023 Keynote speaker

👤 Ståle Hansen and 5 others

2 reposts

Video views: 102 total

Hide stats ^

Video views ⓘ

Targeted to: All followers

102

Total

Organic stats ⓘ

79	6	3.8%
Impressions	Reactions	Click-through rate
0	2	3
Comments	Reposts	Clicks
13.92%	Engagement rate	

Get to know the Speaker post - Mårten



M365ReVival
41 followers
2w • Edited •

Discover the smart way of using #MicrosoftTeams and #Microsoft365 from the M365 Experts!

Meet **Mårten Hellebro**, Senior Cloud Architect at CloudWay.

Mårten is an Office Apps and Services MVP focusing on Microsoft Teams and Skype for Business.

In addition to speaking at Microsoft conferences and similar events, he runs the Microsoft Teams blog "msteamsswe.se" and hosts the Microsoft Teams podcast "[Teamspodden.se](https://teampodden.se)".

On February 16, he'll dive into:
How to use Teams and Viva for your personal productivity

Join M365 ReVival to hear from Mårten and get ready to increase productivity. Event will be on February 16, 2023, at #MicrosoftNorway offices.

Hurry and register here: <https://m365revival.com/>

M365
ReVival

Mårten Hellebro is here to transform your personal productivity with **Microsoft Teams & Viva!**

Learn how to **maximize their powerful features** for improved organization, communication, and collaboration.

Mårten Hellebro
Senior Cloud Architect at
CloudWay



 Nikl Yabo and 8 others

3 reposts

Organic impressions: 98 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

98 Impressions	9 Reactions	6.12% Click-through rate
0 Comments	3 Reposts	6 Clicks
18.37% Engagement rate		

Get to know the Speaker post - Ståle

M365 ReVival
41 followers
2w · Edited · 🌐

Discover the smart way of using [#MicrosoftTeams](#) and [#Microsoft365](#) from the M365 Experts!

Meet one of the speakers, [Ståle Hansen](#).

He is the Founder and Principal Cloud Architect at CloudWay.

Ståle was awarded as Microsoft Regional Director and M365 Apps & Services MVP and a popular public speaker regularly invited to share his experience at international conferences.

On M365 ReVival event, he will be talking about:
Keynote – Digital Wellbeing
1 year with NoMeetingsFriday and how we measured it with Viva Insights
How to implement Viva Insights
Objectives and Key Results (OKR) with Viva Goals, do we finally have a way to drive purpose in everyday life?

Join M365 ReVival to hear from Ståle. Event will be on February 16, 2023 at [#MicrosoftNorway](#) offices.

Hurry and register here: <https://m365revival.com/>

M365 ReVival

Drive your purpose in everyday life with **Digital wellbeing** and learn how to effectively measure and implement **Viva Insights and Viva Goals** with Ståle Hansen.

Ståle Hansen
Founder and Principal Cloud Architect at **CloudWay**



👤 Ståle Hansen and 14 others · 4 reposts

Organic impressions: 144 Impressions

Hide stats ^

Organic stats ⓘ

Targeted to: All followers

144

Impressions

15

Reactions

1.39%

Click-through
rate

0

Comments

4

Reposts


2

Clicks

14.58%

Engagement rate

Inviting IT


 M365ReVival
41 followers
3w · Edited ·

Common questions for getting started with #MicrosoftViva:

- 🔗 How to you manage privacy
- 🔗 How do you govern Viva
- 🔗 What can we get started with out of the box


Join us at M365ReVival, with a dedicated track for ITPros where we answer all these questions and more!

Learn from MVPs and #VivaExplorers at this full-day conference on 16th February at the Microsoft Offices in Oslo, Norway. Register here today <https://m365revival.com/>



And how can we get started

M365ReVival has a dedicated track for IT

 Merethe Stave and 3 others

2 reposts

Video views: 144 total

Hide stats ^

Video views ⓘ

Targeted to: All followers

144

Total

Organic stats ⓘ

95

Impressions

4

Reactions

2.11%

Click-through
rate

0

Comments

2

Reposts

2

Clicks

8.42%

Engagement rate

Inviting HR



M365ReVival
41 followers
3w · 🌐

Discover [#MicrosoftViva](#) a built-in system for a smart way of working on [#MicrosoftTeams](#).

This is for more than just IT. That is why we have a dedicated track for HR, Adoption, and Internal Communications spanning at [#M365ReVival](#):

- 💡empathic cultural wellbeing
- 💡digital up-skilling
- 💡knowledge management
- 💡employee engagement

Join us for a full-day conference on 16th February at the Microsoft Offices in Oslo, Norway. Register here today <https://m365revival.com/>



Microsoft 365 ReVival because

CloudWay

M365ReVival has a dedicated track for HR, Adoption, and Internal Commu...

 Nik Yabo and 10 others

1 comment · 6 reposts

Video views: 725 total Hide stats ^

Video views ⓘ

Targeted to: All followers

725	348	
Total	Sponsored	

Sponsored stats ⓘ


2,178	0	0.51%
Impressions	Reactions	Click-through rate
0	0	11
Comments	Reposts	Clicks
0	0.51%	
Follows	Engagement rate	

Organic stats ⓘ

202	11	5.45%
Impressions	Reactions	Click-through rate
1	6	11
Comment	Reposts	Clicks
14.36%		
Engagement rate		

Show more analytics

About M365Revival video




M365ReVival
41 followers
1mo • Edited •


The focus for M365ReVival is all about how [#MicrosoftViva](#) drives best practice use and adoption of what you already got, [#MicrosoftTeams](#) and [#Microsoft365](#). We need to talk about this!

Join us for a full-day conference on 16th February at the Microsoft Offices in Oslo, Norway. Register here today <https://m365revival.com/>

Watch this video with MVP and [CloudWay](#) CEO, [Ståle Hansen](#) to learn more



Join us at M365ReVival to jumpstart your journey reviving [#Microsoft365](#)...

Nik Yabo and 23 others

2 comments • 11 reposts

Video views: 986 total Hide stats ^

Video views ⓘ
Targeted to: All followers

986
Total

Organic stats ⓘ

273 Impressions	24 Reactions	3.3% Click-through rate
2 Comments	11 Reposts	9 Clicks
16.85% Engagement rate		

Announcement post



M365ReVival
41 followers
1mo • 🌐

Are you ready to take your [#MicrosoftTeams](#) and [#Microsoft365](#) usage to the next level? Learn how [#MicrosoftViva](#) helps drive best practice adoption! [#M365ReVival](#) is a 1 day conference at [#MicrosoftNorway](#) offices, February 16th, with two tracks:

- 💡 For HR, adoption and internal communications to understand why we need to rethink the way we work, and how Viva helps you in the process.
- ⚙️ For ITPros to understand GDPR, best practice governance and how to implement all the Viva features.

10 EARLY BIRD tickets at NOK 50,- available! We are proud to say with [Microsoft](#) hosting it, we managed to keep the ticket price low at 399,- NOK.

Our speakers are international conference speakers, MVPs and [#VivaExplorers](#). Check out the agenda and register as soon as possible, seats are limited.

<https://m365revival.com/>

M365 ReVival 2023

The focus for M365ReVival is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft 365. There is a difference between having access to the technology and using it in a smart way.

Learn from MVPs, international speakers and VivaExplorers



16 February 2023, Norway 09:00 - 16:00 PM



Microsoft CloudWay

Early bird tickets available
NOK 50,-
First 10 tickets
Full price
NOK 399,-

M365ReVival 2023 | February 16th | Oslo, Norway

m365revival.com • 1 min read

 Ståle Hansen and 2 others

1 repost

Organic impressions: 79 Impressions Hide stats ^

Organic stats ⓘ
Targeted to: All followers

79 Impressions	3 Reactions	5.06% Click-through rate
0 Comments	1 Repost	4 Clicks
10.13% Engagement rate		

Merethe Stave posted this • 3w



📌 Husker du SharePoint Saturday-konferansene? Vi i **CloudWay** kjører avgårde en tilsvarende event nå på torsdag, da med fokus på revitalisering av samhandlings-, kommunikasjons- og innhol ...show more



5

▲ 432
Impressions

Merethe Stave posted this • 3w



📌 Husker du SharePoint Saturday-konferansene? Vi i **CloudWay** kjører avgårde en tilsvarende event nå på torsdag, da med fokus på revitalisering av samhandlings-, kommunikasjons- og innhol ...show more



5

▲ 5
Engagements

Merethe Stave reposted this • 1mo



M365 ReVival | CloudWay
cloudway.com • 1 min read



3

▲ 112
Impressions

Merethe Stave reposted this • 1mo



M365 ReVival | CloudWay
cloudway.com • 1 min read



3

▲ 4
Engagements

Merethe Stave posted this • 3w

👋 Heya venner, nå er vi der snart, og billettene fyker ut! Vi har satt billettpris til 399,- (dekker i hovedsak kostnader) og her får du masse god inspirasjon og er ...show more



M365Revival 2023 | February 16th | Oslo, Norway
m365revival.com • 1 min read



2

▲ 158
Impressions

Merethe Stave posted this • 3w

👋 Heya venner, nå er vi der snart, og billettene fyker ut! Vi har satt billettpris til 399,- (dekker i hovedsak kostnader) og her får du masse god inspirasjon og er ...show more



M365Revival 2023 | February 16th | Oslo, Norway
m365revival.com • 1 min read



2

▲ 2
Engagements

Merethe Stave reposted this • 1mo

Heya godtfolk! Er du nysgjerrig på hvordan øke trivsel på jobb, hvordan få bedre flyt og bedre samhandlingskultur, gjennom å benytte teknologi du allerede i ...show more



M365Revival 2023 | February 16th | Oslo, Norway
m365revival.com • 1 min read



1

1 comment

▲ 163
Impressions

Merethe Stave reposted this • 1mo

Heya godtfolk! Er du nysgjerrig på hvordan øke trivsel på jobb, hvordan få bedre flyt og bedre samhandlingskultur, gjennom å benytte teknologi du allerede i ...show more



M365Revival 2023 | February 16th | Oslo, Norway
m365revival.com • 1 min read



1

1 comment

▲ 2
Engagements

Merethe Stave reposted this • 2mo

Exciting times! Let's kick off the new year with great communication, learning and engagement! Have you heard about Microsoft Viva, or started to implem ...show more



M365 ReVival | CloudWay

cloudway.com • 1 min read



2

▲ 178
Impressions

Merethe Stave reposted this • 2mo

Exciting times! Let's kick off the new year with great communication, learning and engagement! Have you heard about Microsoft Viva, or started to implem ...show more



M365 ReVival | CloudWay

cloudway.com • 1 min read



2

▲ 2
Engagements

M365ReVival @M365ReVival

The focus for #M365ReVival is all about how #MicrosoftViva drives best practice use and adoption of what you already got, #MicrosoftTeams and #Microsoft365. We need to talk about this!

Join us for a full-day conference on 16th February in Oslo.
<https://m365revival.com/> <pic.twitter.com/0rmnUrbVHT>

Impressions1,744

Media views335

Total engagements60

Media engagements21

Detail expands17







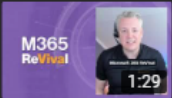



Link clicks8


Profile clicks5

Retweets4

Likes4

Hashtag clicks1

<input type="checkbox"/>		Meet the M365ReVival 2023 Keynote speaker We are delighted to announce our keynote speaker at #M365ReVival, Ståle Hansen on the topic of #DigitalWellbeing. This is the perfect way to jumpsta...	 Public	None	Feb 2, 2023 Published	5	0	–
<input type="checkbox"/>		M365ReVival 2023 Learn about our ITPro track Common questions for getting started with #MicrosoftViva: ⚙️ how to you manage privacy ⚙️ how do you govern Viva ⚙️ What can we get started with...	 Public	None	Jan 30, 2023 Published	35	0	–
<input type="checkbox"/>		M365ReVival 2023 Learn about our HR track Discover #MicrosoftViva a built-in system for a smart way of working on #MicrosoftTeams. This is for more than just IT. That is why we have a...	 Public	None	Jan 26, 2023 Published	43	1	–
<input type="checkbox"/>		M365ReVival 2023 Trailer The focus for M365ReVival is all about how #MicrosoftViva drives best practice use and adoption of what you already got, #MicrosoftTeams and...	 Public	None	Jan 26, 2023 Published	37	0	100.0% 2 likes
<input type="checkbox"/>		Join us at M365ReVival to jumpstart your journey reviving #Microsoft3... The focus for M365ReVival is all about how #MicrosoftViva drives best practice use and adoption of what you already got, #MicrosoftTeams and...	 Public	None	Jan 24, 2023 Published	38	0	100.0% 1 like



Ståle Hansen • 1st

Digital Wellbeing Coach | CEO at CloudWay | Public Speaker | Microsoft RD & Te...


1mo • 🌐

Recorded a video on common questions we get asked for getting started with [#MicrosoftViva](#):

- 🔒 How to you manage privacy
- 🔒 How do you govern Viva
- 🔒 What can we get started with out of the box

Join me at [#M365ReVival](#), with a dedicated track for ITPros where we answer all these questions and more!

Looking forward to host this full-day conference on 16th February at the Microsoft Offices in Oslo, Norway. Hope to see you there! <https://m365revival.com/>




⏮

2:23

🔊

⏭

 Nik Yabo and 30 others

5 reposts

Discovery ⓘ

2,369
Impressions

Engagements ⓘ

Reactions31 →

Comments0 →

Reposts5 →

Video performance ⓘ

937
Views

894
Viewers

283.9
Minutes viewed

Top video viewer demographics ⓘ

Job titles ▾

Salesperson · 12.3%

Technology Manager · 10.3%

Information Technology Consultant · 6.5%

Information Technology System Administrator · 5.8%

Consultant · 5.6%



Ståle Hansen • 1st
Digital Wellbeing Coach | CEO at CloudWay | Public Speaker | Microsoft RD & Te...
1mo • 🌐

...

I believe that [#MicrosoftViva](#) is how you drive better usage of [#Microsoft365](#) and [#MicrosoftTeams](#) 🗨️ We need to talk about this!

That is why we are hosting a full day conference at the [#MicrosoftNorway](#) offices in Oslo, February 16th. Everyone in Scandinaviland are welcome 😊 All sessions are in English, and you can register here: [M365ReVival](#)



Microsoft Viva, democratizes working smart

 You and 50 others

1 repost

Discovery ⓘ

1,927
Impressions

Engagements ⓘ

Reactions	51 →
Comments	0 →
Reposts	1 →

Video performance ⓘ

722 Views	691 Viewers	212.3 Minutes viewed
--------------	----------------	-------------------------

Top video viewer demographics ⓘ

Job titles ▾

Salesperson · 12.9%	
Technology Manager · 9%	
Information Technology Consultant · 7.4%	
Consultant · 5.2%	
Executive Director · 4.8%	



Ståle Hansen • 1st

Digital Wellbeing Coach | CEO at CloudWay | Public Speaker | Microsoft RD & Te...

2mo • Edited •

I am proud to announce the first dedicated [#MicrosoftViva](#) event in Norway! If you are in HR, adoption, internal communications or an ITPro. If you are using [#MicrosoftTeams](#) and [#Microsoft365](#), but are thinking: "there must be a smarter way to work?" Then this the is event you MUST attend in 2023.

[M365ReVival](#) is a 1 day conference at [#MicrosoftNorway](#) offices, February 16th, with two tracks:

💡 For HR, adoption and internal communications to understand why we need to rethink the way we work, and how Viva helps you in the process.

🔒 For ITPros to understand GDPR, best practice governance and how to implement all the Viva features.

10 EARLY BIRD tickets at NOK 50,- available! We are proud to say with Microsoft hosting it, we managed to keep the ticket price low at 399,- NOK.

Our speakers are international conference speakers, MVPs and [#VivaExplorers](#). Check out the agenda and register as soon as possible, seats are limited.

M365 ReVival 2023

The focus for M365ReVival is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft 365. There is a difference between having access to the technology and using it in a smart way.



16 February 2023



09:00 - 16:00 PM

M365Revival 2023 | February 16th | Oslo, Norway

m365revival.com • 1 min read



Alexander Holmeset and 75 others

12 comments • 15 reposts

Discovery ?

5,296

Impressions

Engagements ?

Reactions

76 →

Comments

12 →

Reposts

15 →

Top demographics of people reached ?

Job titles ▾


Solutions Architect · 94

Chief Executive Officer · 55

Software Engineer · 54

Board Member · 41

Project Manager · 40



Ståle Hansen • 1st
Digital Wellbeing Coach | CEO at CloudWay | Public Speaker | Microsoft RD & Te...
1mo • 🌐


...


I am delivering a keynote! The topic is on [#DigitalWellbeing](#). The conference is [#M365ReVival](#). Goal is to help you understand how smart work in [#Microsoft365](#) is amplified by [#MicrosoftViva](#).

At the end of the day, I have chat with [David](#) from [Orkla Group](#) about how they are using Viva today.

Seats are limited, make sure you get your ticket today! <https://m365revival.com/>

M365
ReVival



 Kai Stenberg and 17 others

Discovery ⓘ

1,928
Impressions

Engagements ⓘ

Reactions

51 →

Comments

0 →

Reposts

1 →

Video performance ⓘ

722
Views

691
Viewers

212.3
Minutes viewed

Top video viewer demographics ⓘ

Job titles ▾

Salesperson · 12.9%

Technology Manager · 9%

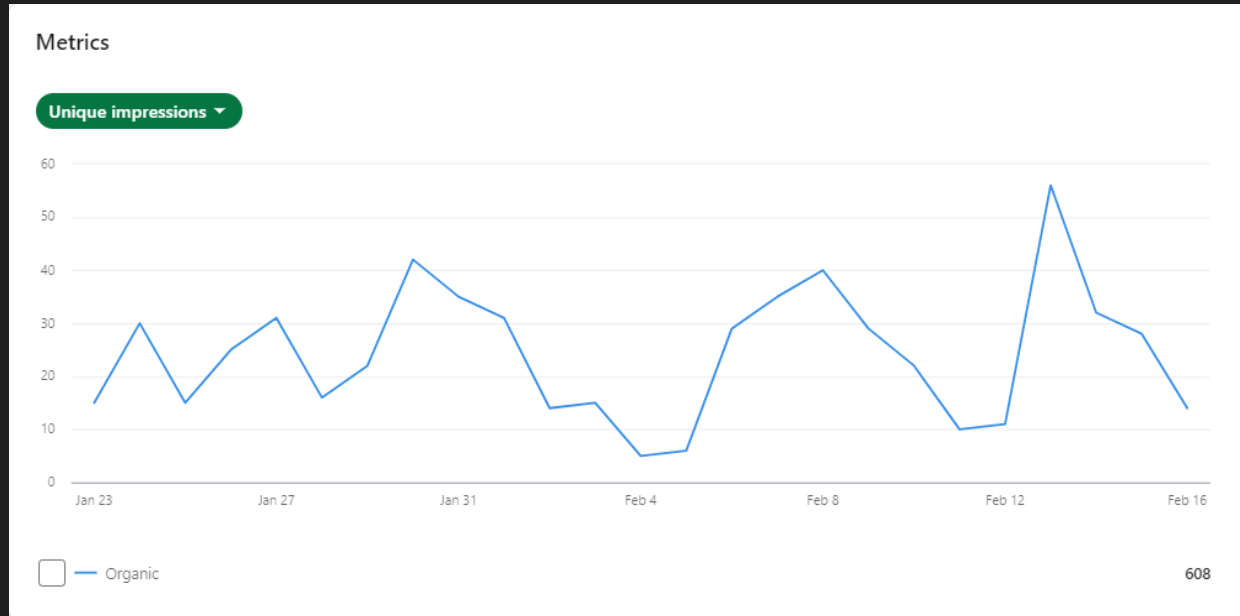
Information Technology Consultant · 7.4%


Consultant · 5.2%


Executive Director · 4.8%

M365 Revival organic Post Result

M365 Revival Organic Post

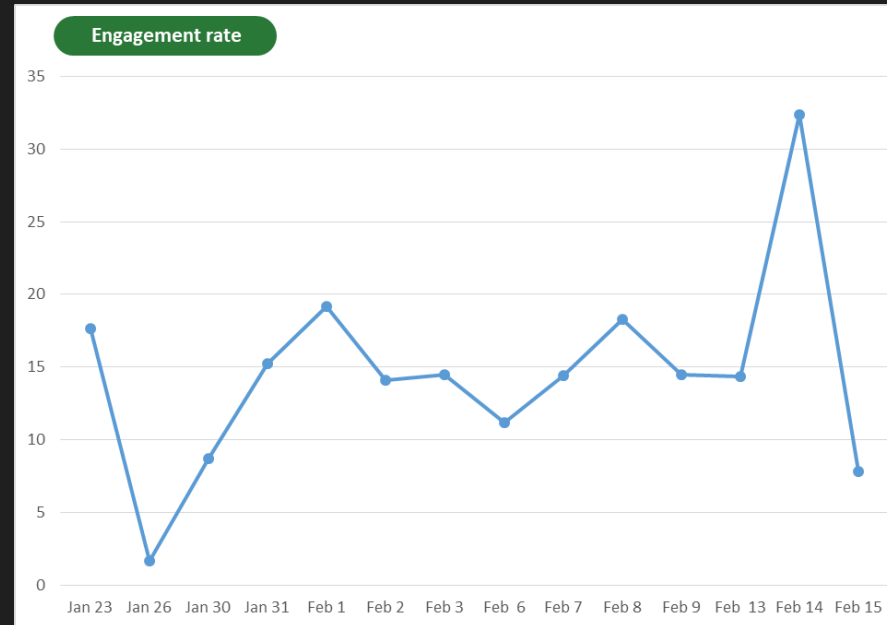


Organic content metrics ?		Ranked by total engagements	
Page		Total engagements	Total posts
1	 M365ReVival	185	15

Follower metrics ?		Ranked by new followers	
Page		Total followers	New followers
1	 M365ReVival	41	38

- Unique impressions of organic posts since January 23 have reached with an **average of 111 daily**.
- The drop in unique impressions was during the weekends.
- The organic post with highest impression was **Stale's Video invitation post followed by the countdown post 3 days before the event**.
- M365 page started with 3 followers and gathered 38 new followers. Out of 41 followers, 37 followers are not CloudWay's employee.
- Total engagements reached 185 with an **average engagement rate of 13.28%**

Total Engagement and clicks for organic post



- Clicks of organic posts have reached **57** and **16.45%** for engagement rate.
- The drop in clicks and engagement rate was during the weekends.
- The organic post with highest clicks was the **HR Video invitation** post while the highest engagement rate was the 2 days countdown post.
- Total clicks reached 72 while the total engagement rate reached **14.56%**.

M365 Revival Boosted Post



Reach
1,419

Clicks
11

- As part of the optimization and maximize the potential reach, the introduction video was boosted from **Feb 4-9**.
- Boosted post **reached 1,419** more audience with **11 clicks**.

Organic Post – Twitter (opportunities)

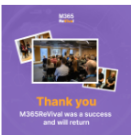
Date	Post	Channel	Impression	Interactions (Reactions, comments, Re post)	Engagement Rate
Jan 10	M365 Announcement Poster	Twitter	2581	18	0.70%
Jan 23	Stale Invitation Video #1	Twitter	1757	8	0.45%
Jan 26	Stale Invitation Video #2	Twitter	912	7	0.77%
Jan 30	Common Questions	Twitter	898	8	0.89%
Feb 7	Keynote Video	Twitter	661	5	0.76%
Feb 8	Slideshow	Twitter	1,467	15	1.02%



M365ReVival @M365ReVival
Are you ready to take your **#MicrosoftTeams** and **#Microsoft365** usage to the next level? Learn how **#MicrosoftViva** helps drive best practice adoption!

#M365ReVival is a 1 day conference at **#MicrosoftNorway** offices February 16th, with tracks for HR and ITPros
<https://m365revival.com/>
<pic.twitter.com/tZjirdpyYe>

Impressions	2,554
Total engagements	70
Detail expands	23
Link clicks	12
Media engagements	10
Retweets	9
Likes	9
Profile clicks	6
Hashtag clicks	1



M365ReVival @M365ReVival
"A terrific event with really good and inspirational speakers!"

"was able to jump between the different tracks to catch what I'm most interested in as ITPro and adoption specialist"

Thank you to everyone who attended! **#M365ReVival** will return in 2024
<https://m365revival.com/>
<pic.twitter.com/JZIX47MDKN>

Impressions	855
Total engagements	25
Detail expands	13
Likes	4
Retweets	3
Link clicks	2
Profile clicks	2
Media engagements	1

M365ReVival @M365ReVival
We are delighted to announce our keynote speaker at **#M365ReVival**, **@StaleHansen** on the topic of **#DigitalWellbeing**.

At the end of the day, join our fireside chat with **@OrklaGroup** on their experience with **#MicrosoftViva**.

Join us Feb 16th. Register today <https://m365revival.com/pic.twitter.com/snMWxVPCOy>

Impressions	661
Media views	91
Total engagements	20
Detail expands	8
Media engagements	5
Likes	3
Retweets	2
Hashtag clicks	1
Profile clicks	1

M365ReVival @M365ReVival
Meet our speakers for **#M365ReVival**. Learn what you need to know about **#MicrosoftViva**.

If you are near Oslo in Norway, and consider signing up, you should do it today, seats are limited 🍌 <https://m365revival.com/pic.twitter.com/iPObJ8jS4H>

Impressions	1,470
Media views	213
Total engagements	39
Detail expands	15
Retweets	8
Likes	6
Profile clicks	5
Media engagements	2
Link clicks	2
Replies	1

M365ReVival @M365ReVival
Common questions for **#MicrosoftViva**:

- ⚙️ how to you manage privacy
- ⚙️ how do you govern Viva
- ⚙️ What can we get started with out of the box

Join us at **#M365ReVival**, with a dedicated track for ITPros. Register here today <https://m365revival.com/https://youtu.be/xrQawNwS-l8>

Impressions	880
Media views	4
Total engagements	32
Detail expands	18
Likes	6
Media engagements	4
Retweets	2
Link clicks	1
Profile clicks	1

M365ReVival @M365ReVival
IT is just a facilitator for **#MicrosoftViva**. That is why we have a dedicated track for HR, Adoption, and Internal Comms on

- 💡 empathic cultural wellbeing
- 💡 digital up-skilling
- 💡 knowledge management
- 💡 employee engagement

Join us in Oslo 16th February. <https://M365ReVival.com/pic.twitter.com/bnEuyhAJNR>

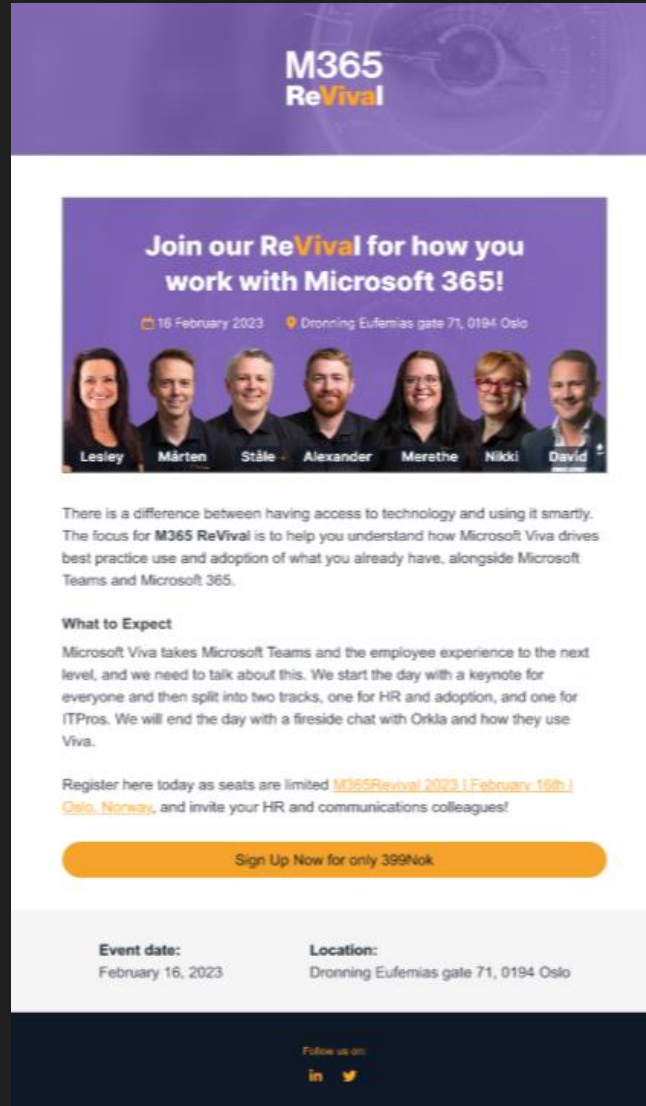
Impressions	904
Media views	178
Total engagements	27
Detail expands	11
Media engagements	6
Likes	4
Retweets	3
Link clicks	1
Hashtag clicks	1
Profile clicks	1

Email Newsletter Stats

Total Email Sent Out

Email Type	Contacts in Journey	Delivered Emails	Opened Emails	Unique Opens
Email Invitation	609	606	439	191
Invitation Reminder Email	60	60	151	50
Email Survey	53	53	118	35

Detailed Email Invitation Results



Link:

[Opened Emails](#)
[Click Email Links](#)

Reach
32

Reach
191

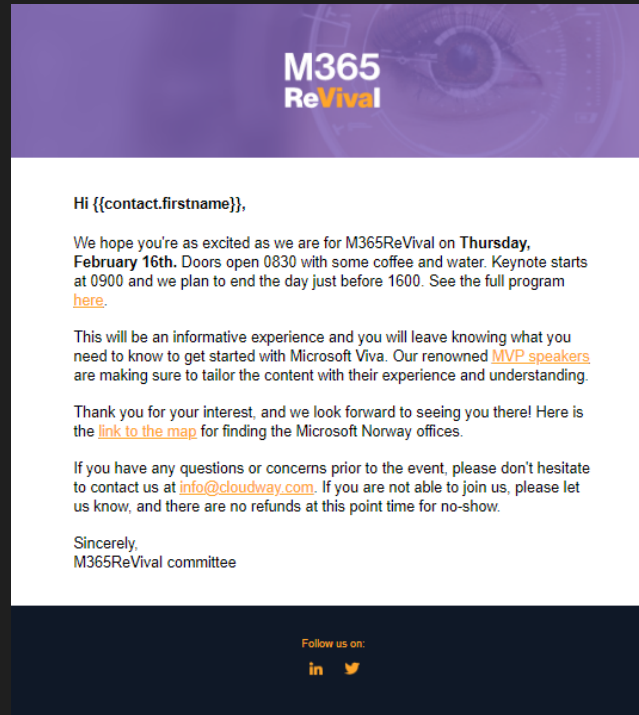
Reach
21

Open rate
32%

Click-through rate
3.5%

Note: All data came from Dynamics 365 Marketing; need Eventbrite access to get conversion rate.

Detailed Reminder Email Results



Link:
Opened Emails
Click Email Links

Click email links

60

Unique opens

50

Unique clicks

28

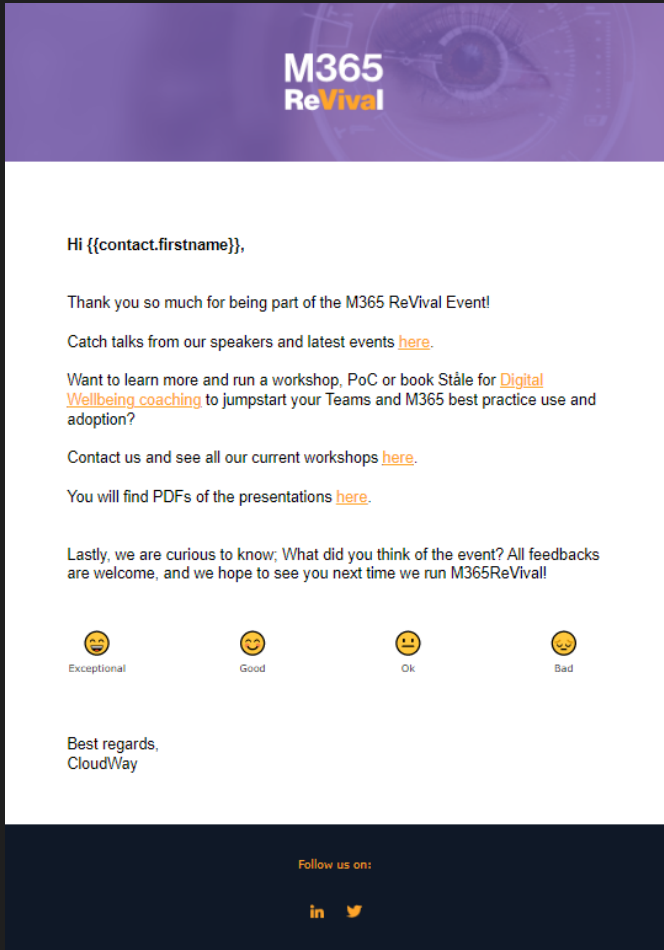
Open rate

83%

Click-through rate

46.7%

Detailed Email Survey Results



Link:
Opened Emails
Click Email Links

Unique Opens 35	Unique Clicks 29	Conversions (took the survey) 19
Open rate 66%	Click-through rate 54.7%	Click-through rate 35.8%

Email Survey Results

Email Type	Click	Comments
🏆 Exceptional	6	4
😊 Good	13	6
😐 Ok	0	0
😞 Bad	0	0
Check all responses here: Survey Email - Responses [As of February 20,2023]		

Exceptional

Thank you for joining the event!

1. Great, so glad you had a great time with us! Don't forget to hit submit!

You may also leave a comment to help us know where we can improve, but it's optional.

Enter your answer

+ Add new

Name	Comment
Anonymous	Bra key notes Relevante tema Passe lengde på hver presentasjon
Anonymous	Thank you for a great event; useful, fun and inspirational = kinderegg! 😊
Anonymous	A terrific event with really good and inspirational speakers! I really learned a lot from the one about implementing Viva Learning, I especially loved the technical "show how"-part of it. In all - a fantastic event, as Mårten would have put it! ;)
Anonymous	One improvement suggestion: Slightly better time management on talks, missed out on a bit of information from a few presenters - apparently.

Good

Thank you for joining the event!

1. Great, hope you had a good time with us! Don't forget to hit submit!

You can Share your thoughts if there's something we could do better and leave a comment but it's optional.

Enter your answer

+ Add new



Name	Comment
Anonymous	It would be good to have some time for questions. Most presentations had far too much content, so the last 10 slides was shown in one minute :-)
Anonymous	Really good content, and for me as a curious IT professional it was nice to be able to jump between the different tracks to catch what I'm most interested in. I know there's a lot to go through for each session, but many of them felt a bit rushed and I'd love maybe 3-5 minutes at the end for questions and reflections regarding that specific topic. You kind of cover this with the end Q&A, but for a day with that much content, at least for me, the questions and thoughts I have gets replaced with new ones just half an hour later. Other than that, really good and inspirational day, which I'm hoping to attend more of in the future! (PS. gluten-free options at breakfast and lunch without having to ask for it would be awesome! Maybe a question for dietary stuff when you book your ticket would be good.)
Anonymous	Would love to have seen more examples of the products in use. Think that would draw more attention from HR. The intro story was nice - some more of those perhaps
Anonymous	It was a great day. We did learn something new and it was an inspiration for our further work.
Anonymous	Fikk notert ned flere gode tips :-)
Anonymous	Some of the presentations had to skip many of the slides because they run out of time. That's too bad because it would like to have known more about the topics. Hopefully you can either increase the time of future sessions or make sure that you have enough time to go through all slides :) Thanks for a great event!

M365 Revival Feedbacks



Jannicke Jensen • 2nd

Senior Microsoft 365 Advisor and Solution Consultant
2d • Edited •

+ Follow ...

Thank you [Merethe Stave](#), [Ståle Hansen](#) and the rest of the team from CloudWay for a fun and inspiring day yesterday where the focus was to "revive" (which is a good Norwegian word 🤔) Microsoft 365 with Viva! Microsoft and us Viva enthusiasts have a way to go when it comes to getting HR, communications and management to understand that Viva is THEIR tool - here is a golden opportunity to create increased well-being among employees, it must be interesting, or ? 🤔
[#m365revival](#) [#vivaconnections](#) [#vivatopics](#) [#vivainsight](#) [#useradoption](#) [#digitalwellbeing](#) [#changemanagement](#)

You and 14 others

2 comments • 1 repost



Kevin McDonnell • 3rd+

Group Manager - Modern Workplace at Avanade, Microsoft MVP (...)
4d •

+ Follow

Good luck to @TeamCloudWay today with their [#M365Revival](#) event - so many great [#VivaExplorers](#) ready to share the best of [#MicrosoftViva](#)

M365 ReVival 2023

The focus for M365ReVival is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft 365. There is a difference between having access to the technology and using it in a smart way.

16 February 2023

09:00 - 16:00 PM

M365Revival 2023 | February 16th | Oslo, Norway



Gry Berg Andersen • 2nd

Tidstyrbekjemper Enable AS
3d •

+ Follow ...

Masse takk til [Merethe Stave](#), [Ståle Hansen](#) og co for et godt opplegg hos [#MicrosoftNorge](#) i dag 🍌🍌

M365
ReVival

M365 ReVival 2023

The focus for M365ReVival is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft 365. **There is a difference between having access to the technology and using it in a smart way.**



Enable AS - I dag har to Tidstyrbekjempere fra Enable vært...

m.facebook.com • 1 min read

Ståle Hansen and 13 others

3 comments



Ola Bergem • 3rd+

Solutions advisor - Microsoft 365 | Helping customers on their digit...

+ Follow

Inspirational talk from our great customer, [Orkla ASA](#), and partner, [CloudWay](#), about [#microsoftviva](#). Thank you for sharing [David](#) and [Ståle](#)!



David Konrad Abramowski Aurtande • 3rd+

Lead Employee Engagement & Hybrid Work - Digital Workplace, Or...

+ Follow

Sharing is Caring and yesterday I had the pleasure to share our experiences of implementing Viva Engage and Viva Connections at [CloudWay's #reVival](#) gathering.

...see more



12



Knut Relbe-Moe • 3rd+

Public speaker, Microsoft 365 Expert, help businesses grow trough ...

+ Follow

[Ståle](#) education us in how to implement [#Vivainsights](#) in your organization at [CloudWay #m365ReVival](#) event at [#microsoftnorway](#)

...see more



13

1 comment • 1 repost



David Konrad Abramowski Aurtande • 3rd+

Lead Employee Engagement & Hybrid Work - Digital Workplace, Or...

+ Follow

Sharing is Caring and yesterday I had the pleasure to share our experiences of implementing Viva Engage and Viva Connections at [CloudWay's #reVival](#) gathering.

...see more



78

2 comments • 2 reposts



Gunhild Årnes Guttvik • 3rd+

Hjelper deg med hva arbeidsmiljø egentlig handler om, og hvordan...
4d • 🌐

+ Follow

Det handler om familie og et godt liv!

Idag har jeg tilbragt dagen i Microsoft sine lokaler i Oslo, sammen med ...see more

[See translation](#)



10

4 comments • 2 reposts



Rebecca Liljemark • 3rd+

Produktivitetskonsult på Xenit AB
4d • 🌐

+ Follow

Summering av min opplevelse av M365 ReVival som [CloudWay](#) höll här på Microsofts kontor i Oslo.

...see more

[See translation](#)



15

4 comments • 1 repost

Knut Relbe-Moe • 3rd+
Public speaker, Microsoft 365 Expert, help businesses grow trough ...
4d • Edited • [+ Follow](#)

Merethe talking about #vivaconnections on CloudWay #m365revival event at #microsoftnorway ...see more



Nikki Chapple on stage at #microsoftnorway talking about #Viva Audiences at today's CloudWay event totally focusing on Microsoft #Viva ...see more



Knut Relbe-Moe • 3rd+
Public speaker, Microsoft 365 Expert, help businesses grow trough ...
4d • [+ Follow](#)

The amazing 🧡 Lesley Crook talking at #M365ReVival event thst CloudWay is hosting at #microsoftnorway today about #vivaengage ...see more



Rebecca Liljemark • 3rd+
Produktivitetskonsult på Xenit AB
4d • [+ Follow](#)

Sista men kanske en av de mest intressanta dragningarna för dagen - en fireside chat med David Konrad från Orkla och hur de lyckats med att implementera #Microsoft365 och #Viva i sin organisation med 21000 medarbetare! ...see more

[See translation](#)



25 2 reposts





M365Revival other Materials

Screen Materials

Link to Folder: [Event Screens](#)

The how for IT

- Keynote – Digital Wellbeing with Ståle Hansen
- Viva Governance and privacy with Nikki Chapple
- How to implement Viva Connections with Merethe Stave
- How to implement Viva Learning with Alexander Holmeset
- How to implement Viva Insights with Ståle Hansen
- How to implement Viva Topics with Nikki Chapple
- Fireside chat on how Orkla uses Viva with David-Konrad Aurtande

M365
ReVival

The why for HR and Adoption

- Keynote – Digital Wellbeing with Ståle Hansen
- How to use Teams and Viva for your personal productivity with Mårten Hellebro
- 1 year with NoMeetingsFriday and how we measured it with Viva Insights with Ståle Hansen
- Engaging employees in 2023 and onwards with Lesley Crook
- Internal knowledge sharing in 2023 and onwards with Merethe Stave
- Objectives and Key Results (OKR) with Viva Goals, do we finally have a way to drive purpose in everyday life? with Ståle Hansen
- Fireside chat on how Orkla uses Viva with David-Konrad Aurtande

M365
ReVival

These screen materials were used for the screens in Microsoft's building during the event

M365
ReVival

M365 ReVival 2023

The focus for M365ReVival is to help you understand how Microsoft Viva drives best practice use and adoption of what you already got, Microsoft Teams and Microsoft 365. **There is a difference between having access to the technology and using it in a smart way.**



Drive your purpose in everyday life with **Digital wellbeing** and learn how to effectively measure and implement **Viva Insights and Viva Goals** with Ståle Hansen.

Ståle Hansen
Founder and Principal Cloud Architect at **CloudWay**



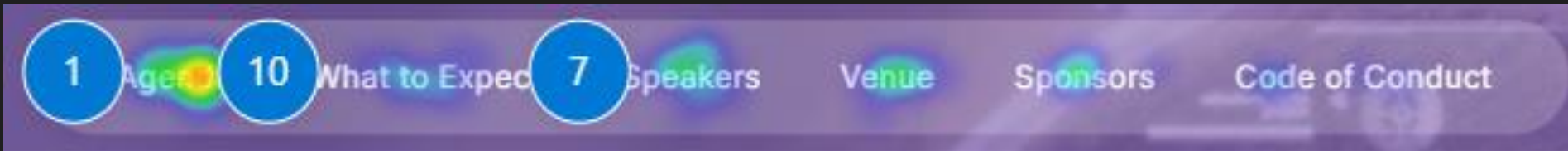
M365
ReVival

Conclusions

Insights for the Landing Page

What Worked

- Landing Page giving the important details on arrival. Also giving the general idea on **What to Expect** for the event in a brief and catchy manner, accompanied with the register button. With that we have acquired 30 conversions out of 144 web users (paid ad).
- Putting a Navigation menu on top. This has helped visitors navigate well in the site and may have impacted positively in their experience.



What Didn't Work

- The Embedded Youtube videos in the site. It had no video_start in the campaign traffic, also has little plays in the total user traffic.

What we could do for future event landing pages

- **For Mobile:** If there is a Navigation bar (ex., burger menu☰) that is hidden and pops up when clicked, it should have a deeplink. This is needed so that the visitors who use the navigation bar will be seen by Clarity.
- Register
Buttons/Forms should be put on top as much as possible. This is because majority of the users only stay at the upper 20-30% of the page to see the content

Insights for the Campaign

What Didn't Worked

- The fact that the audience mainly uses mobile phones may have meant that the video was not well-optimized for mobile viewing, leading to lower engagement.
- Although the M365 page gained a significant number of new followers, it's possible that these followers did not engage with the content or convert into customers.
- Adjusting the timing and frequency of posts during weekends may help to improve engagement, but it's also possible that the content itself may not be resonating with the audience during this time.

Insights for the Campaign

What Worked

- **Both ad creative versions have demonstrated strong potential and are worth the effort to continue optimizing.**
While each creative has its own unique strengths and areas for improvement, both have shown promising results in terms of engagement, click-through rate, and overall ROI.
- Through Stale's insightful content and engaging posts, Stale has helped to increase our brand visibility and generate interest.
- Organic posts campaign and employees' pro-active engagement in LinkedIn helped the M365 page gained a significant number of new followers who are not employees of CloudWay.
- The overall engagement rate of the organic posts was high, indicating that the content was engaging and resonating with the audience.
- The highest clicks were generated by the HR Video invitation post, which suggests that video content may be more effective at generating clicks than other types of content.

What we could do for future event campaigns

- Create video that is *more* mobile-optimized, (portrait format; 4:5 ratio) with enough blank space to put all the information about the campaign such as texts, subtitles or graphics
- When creating a video, keep in mind that the main message should be delivered, or at least addressed, in the first 22 seconds
- Opt to exclude in the target audience those ages between 55-64 as they barely contributed 5%
- When running A/B test, the decision must be made *before* the start of the campaign so that both versions will run at the same time and we can get a better comparison of the data.
- If targeting a *list of audience*, it is better to have it prepared *before* running the campaign as this will affect the ad delivery and causes the ad in a learning phase longer than it should be, for LinkedIn the ad wouldn't run and rather needs a new campaign
- For big onsite events (such as M365Revival), it is best practice to run the campaign for at least 1 month in order to establish the ad.

What we could do for future event campaigns

- When creating a new SoMe account for events, it is best to gather audience to that account *before* the campaign itself in order to garner better results.
 - An organic alternative to this is doing what Cloudway did where employees reposted the organic posts to their own accounts
 - A paid alternative to this is boosting the organic post to increase brand awareness
- If we were to run M365Revival again in the future, we also suggest to still engage with the account beforehand in order to keep the engagement rate high.
- Since it is seen in the data that both the video teaser and speaker slideshow garnered great results, it is recommended to do this again for future campaigns.
 - Although we suggest that different audience will be targeted per creative asset (this is because if both assets have the same audience, there is a tendency for them to compete with each other and it is not efficient in terms of ad spend). We also suggest that each asset have the same message or general info.
 - If we were to create 2 assets (like the one we did with M365Revival), it is suggested to run it under one campaign instead of running 2 different campaigns. This is to allow for variation and keep the interest of the audience going.

