

Premagic vs Ingo

While **Premagic** and **InGo** both help event organizers leverage their audience to market the event, they operate at different stages of the event lifecycle and use different psychological triggers.

In short: **InGo** is about **Social Referral (Growth)**, whereas **Premagic** is about **Content Distribution (Engagement)**.

1. Core Philosophy and Value Proposition

Feature	Premagic	InGo
Primary Goal	Engagement & Brand Visibility through Photos.	Attendance Growth & Registration Conversions.
Primary Tool	AI Facial Recognition.	Social Media Integration (Referral Marketing).
Timing	During and After the event.	Before the event (Registration phase).
The "Hook"	"Here is a professional photo of you."	"See which of your friends are going."

2. Major Differences in Functionality

Premagic: The Content Engine

Premagic focuses on the fact that every attendee wants a good photo of themselves, but event photos usually disappear into a massive Flickr or Google Drive link that no one looks at.

- **AI Photo Delivery:** Using facial recognition, Premagic identifies attendees in the event photographer's shots and sends their personal photos directly to them (via WhatsApp or SMS) in real-time.¹
- **Branded UGC:** When the attendee shares their photo, it includes the event's watermark and branding.² This turns attendees into brand ambassadors by providing them with high-quality content.

- **Lead Generation:** To get their photos, attendees often provide contact info, allowing organizers to capture data even from "walk-ins" or non-registered guests.
- **Engagement Tools:** Includes "Digital Goody Bags" and AI-generated avatars to keep the hype going during the event.³

InGo: The Growth Engine

InGo focuses on the "FOMO" (Fear Of Missing Out) and the power of peer recommendations to drive ticket sales.

- **Social Registration:** InGo integrates directly into the registration flow.⁴ It allows users to see which of their LinkedIn or Facebook contacts are already attending.
 - **Automated Referrals:** Once a person registers, InGo makes it a "one-click" process for them to invite their specific colleagues or post to their feed.⁵ It doesn't just ask them to "share"; it suggests *who* they should invite based on their network.
 - **The "Who's Coming" Widget:** Organizers can place a widget on their landing page showing the faces of registered attendees, which significantly increases conversion rates for new visitors.
 - **Speaker & Sponsor Portals:** It provides speakers and sponsors with personalized toolkits to promote their sessions to their own audiences.⁶
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3. Comparing the Attendee Journey

- **The InGo Journey:** I go to a registration page → I see my former colleague is attending → I register → InGo prompts me to invite three friends → **The event grows.**
 - **The Premagic Journey:** I am at the event → A professional photographer takes my photo → Within minutes, I get a WhatsApp with my photo → I post it to LinkedIn/Instagram because I look great → **The event gets brand impressions.**
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4. Which one should an organizer choose?

Choose InGo if:

- Your primary challenge is **low registration numbers**.
- You are running a B2B conference or trade show where "who else is there" is the main reason people buy tickets.
- You want to turn your speakers and sponsors into an active sales force.

Choose Premagic if:

- You have a high-quality event (Awards, Galas, Product Launches) where **visual branding** is key.⁷
- You want to increase **on-site engagement** and give attendees a "wow" moment.
- You want to ensure that the professional photos you paid for actually get seen and shared on social media.

Summary

If you want more people to show up, use InGo.

If you want the people who show up to talk about you and feel special, use Premagic. many large-scale organizers actually use both—InGo to fill the seats and Premagic to amplify the experience once the seats are filled.

Premagic vs Gleanin

To understand the difference between Premagic and Gleanin, it is helpful to look at them through the lens of the "Event Marketing Funnel."

While both aim to turn event participants into advocates, Gleanin is a Growth Engine (designed to get more people to register), whereas Premagic is an Engagement & Branding Engine (designed to make the event look spectacular on social media during and after the show).

1. Core Philosophy & Value Proposition

Feature	Premagic	Gleanin
Primary Focus	Content Experience: Providing attendees with high-quality personal media.	Community Marketing: Turning speakers and attendees into a referral sales force.
Core Technology	AI Facial Recognition & AI Image Generation.	Referral tracking & Social "Share" Widgets.
Main Asset	Professional photos of the attendees.	Personalized "I'm Attending/Speaking" cards.
Primary Metric	Social Media Reach & Attendee Engagement.	Number of New Registrations (Referral ROI).

2. Major Functional Differences

Gleanin: The "Referral" Specialist

Gleanin is built on the philosophy that people trust recommendations from peers more than ads from organizers. It focuses almost entirely on the pre-event phase.

- **The Advocacy Toolkit:** When a speaker or attendee registers, Gleanin automatically generates a personalized "Headliner" card (e.g., "I'm speaking at [Event Name]").
- **Registration Integration:** It sits inside the registration flow. As soon as someone signs up, it prompts them to share their participation with their LinkedIn or Twitter network.
- **Referral Tracking:** Organizers can see exactly how many registrations were generated by a specific speaker or a specific "I'm attending" post.
- **Best For:** Increasing ticket sales and registrations by leveraging the networks of your speakers, sponsors, and early-bird attendees.¹

Premagic: The "Content" Specialist

Premagic focuses on the live event and post-event phase. It solves the "photo gap"—the fact that photographers take thousands of photos, but attendees never see the ones they are in.

- **AI Photo Delivery:** Using facial recognition, Premagic finds photos of an attendee in the event photographer's gallery and sends them instantly via WhatsApp or Email.²
- **Branded UGC (User Generated Content):** Because the photos are professional and high-quality, attendees are highly likely to post them to LinkedIn/Instagram. Premagic automatically adds event-branded watermarks to these photos.³
- **Engagement Tools:** It includes features like "AI Avatar Studio" (turning attendees into stylized characters) and "Face Check-in" for seamless entry.⁴
- **Best For:** Creating massive brand visibility on social media and providing a "delight" factor that makes attendees feel like VIPs.

3. The Attendee Journey

To understand the difference between **Premagic** and **Gleanin**, it is helpful to look at them through the lens of the "Event Marketing Funnel."

While both aim to turn event participants into advocates, **Gleanin is a Growth Engine** (designed to get more people to register), whereas **Premagic is an Engagement & Branding Engine** (designed to make the event look spectacular on social media during and after the show).

4. Which one should you choose?

Choose Gleanin if:

- Your biggest problem is **low registration numbers**.
- You have a large roster of speakers and sponsors and want to automate the process of giving them marketing assets.
- You want to track exactly which marketing "advocates" are driving the most ticket sales.

Choose Premagic if:

- Your event is **highly visual** (Awards, Galas, Product Launches, Large Conferences).
- You want to maximize your **social media ROI** by ensuring the professional photos you paid for actually get shared by attendees.
- You want to modernize the on-site experience with AI-powered features and instant photo gratification.⁵

Summary:

Gleanin helps you **grow** the event; **Premagic** helps you **amplify** the event. Many organizers use Gleanin for the 3 months leading up to the show and Premagic for the 3 days of the show itself.

Premagic vs Snoball:

While both **Premagic** and **Snoball** target event organizers and aim to turn attendees into advocates, they use fundamentally different technologies to achieve this.

The simplest way to distinguish them is: **Premagic** turns attendees into advocates through **instant photo sharing (AI/UGC)**, while **Snoball** turns them into advocates through **referral marketing (P2P/Landing Pages)**.¹

1. Core Technology & Approach

Feature	Premagic	Snoball
Primary Driver	AI Facial Recognition: Photos are the "hook."	Personalized Referrals: Individualized landing pages are the "hook."
Strategy	Visual Advocacy: Attendees get professional photos of themselves instantly and share them on social media.	Word-of-Mouth: Speakers, sponsors, and attendees get co-branded kits to invite their personal networks.
Main Asset	Personal photo galleries delivered via WhatsApp/Email.	Personalized "share your participation" landing pages and toolkits.

2. Major Differences for Event Organizers

Premagic: The "Photo-First" Experience

Premagic is designed to solve the problem of "missing event photos." Instead of waiting weeks for a link to a 1,000-photo Google Drive, attendees scan a QR code, take a selfie, and instantly receive only the photos they are in.²

- **Key Feature – AI Distribution:** Uses facial recognition to deliver photos to attendees in real-time.³
- **On-Site Impact:** Features "Face Check-in" for faster entry and "Ripple," which allows attendees to network by tapping on faces in the event gallery to see LinkedIn profiles.⁴
- **Marketing Angle:** Focuses on **User-Generated Content (UGC)**. Branded watermarks on shared photos turn every attendee's Instagram/LinkedIn post into a mini-advertisement for the event.⁵
- **Best For:** High-glamour or visual events (awards ceremonies, marathons, fashion shows, corporate galas) where people *really* want their photos.

Snoball: The "Referral-First" Engine

Snoball is built to grow event registration numbers through trusted peer-to-peer connections.⁶ It automates the process of asking speakers and sponsors to promote the event.

- **Key Feature – Personalized Toolkits:** Automatically generates a unique, co-branded landing page for every speaker, exhibitor, and attendee.⁷
- **Pre-Event Buzz:** Focuses heavily on the **acquisition phase**.⁸ It provides "Video Invites" where speakers can record a quick clip that is embedded directly into their personalized referral page.⁹
- **Incentive Tracking:** It tracks which attendees or speakers brought in the most new registrations, allowing organizers to reward their top advocates.¹⁰
- **Best For:** Large conferences, trade shows, and B2B exhibitions where the goal is to "put more butts in seats" by leveraging the reach of high-profile speakers and sponsors.

3. Overlapping Features (AI Avatars)

Recently, both platforms have introduced **AI Avatars** to increase engagement:

- **Premagic's Avatar Studio** focuses on on-site engagement (e.g., creating a superhero version of yourself at a booth to share on social media).¹¹
- **Snoball's AI Portraits** focus on pre-event marketing (e.g., attendees generating a professional/fun AI portrait to use on their "I am attending" posters).¹²

4. Summary: Which one should you choose?

- **Choose Premagic if:** You have a photographer at your event and you want your attendees to flood social media with high-quality, branded photos the same day. You want to modernize the on-site experience with face-recognition check-ins and photo-based networking.

Choose Snoball if: Your main goal is increasing attendance. You want to make it incredibly easy (and automated) for your 50 speakers and 20 sponsors to invite their own audiences using custom links and professional-looking landing pages.

Premagic vs Memento

While both Premagic and Memento (specifically event.memento.photo) use AI facial recognition to deliver event photos, they are built for different strategic goals.

The core difference is that Premagic is an "Event Advocacy" platform designed to turn attendees into a marketing force, whereas Memento is a "Memory & Engagement" platform designed to simplify photo collection and create a fun, interactive atmosphere.

1. Strategic Focus & Approach

Feature Premagic Memento

Primary Goal B2B Marketing & ROI: Using photos to drive event registrations and sponsor value. UGC & Social Engagement: Gathering photos from everyone (not just pros) to create a shared story.

Standout Feature Advocacy Posters: Automated "I'm speaking/attending" graphics for LinkedIn. Shared Albums & Videos: Easy tools for attendees to upload their own photos and make group videos.

Networking Ripple: A tool where attendees connect by tapping faces in the gallery. Live Slideshows: Real-time display of photos on big screens to boost atmosphere.

Delivery WhatsApp, Email, and SMS (Direct-to-phone). QR Code scan Selfie Web Gallery.

Export to Sheets

2. Major Differences for Event Organizers

Premagic: The "Marketing Machine"

Premagic is designed for organizers who see photos as a high-value marketing asset. It is a full-lifecycle tool:

- **Pre-Event Hype:** It generates personalized "I'm Attending" posters that attendees share on social media before the event to drive more registrations.
 - **Networking (Ripple):** It solves the "who was that person?" problem. Attendees can tap on a photo in the gallery to see that person's LinkedIn profile and connect instantly.
 - **Sponsor Monetization:** Premagic is highly focused on Sponsor ROI. Organizers can sell "clickable ads" inside the photo galleries and provide sponsors with precise data on impressions and clicks.
 - **Best For:** B2B conferences, trade shows, and corporate galas where lead generation and professional networking are the priorities.
- Memento: The "Engagement Hub"
- Memento is designed to make the event more interactive and fun. It excels at gathering content from the crowd, not just the official photographer:
- **Two-Way Sharing:** While Premagic focuses on distributing pro photos, Memento makes it incredibly easy for guests to upload their own photos to a "Shared Album" via a simple QR code.
 - **Group Videos:** Memento has a unique "Group Video" feature that allows guests to record and combine video messages—ideal for milestones, retirement parties, or internal team events.
 - **Sports & Stadiums:** Memento has a specialized product for massive venues (like NFL stadiums) that uses fixed cameras to capture "fan reactions" in specific seats, similar to a roller coaster photo.
 - **Simplicity:** It prides itself on being "app-less" and "zero-friction," focusing on the immediate delight of seeing photos on a big screen or in a shared feed.
 - **Best For:** Internal corporate events (retreats, holiday parties), sports matches, and social-focused events where the goal is team building or high-energy engagement.
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3. Comparison of Features

- Photo Distribution: Both use AI facial recognition. Premagic stands out by delivering photos via WhatsApp, which has much higher open rates than email or web links.
- Branding: Both allow watermarking. However, Premagic offers more advanced "**Advocacy Leaderboards**" to track which attendees are sharing the most and driving the most traffic.
- Registration: Premagic offers a "Face Check-in" feature for fast entry; Memento is more focused on the experience after guests have arrived.

4. Which one should you choose?

Choose Premagic if:

- You want to turn your attendees into brand ambassadors on LinkedIn.
- You need to provide measurable ROI to high-paying sponsors.
- Networking is a core value of your event, and you want to use photos to help people connect.

Choose Memento if:

- You want to collect User Generated Content (UGC) from your guests' phones.
 - You are running a social or internal event where the focus is on "making memories" and group interaction.
 - You want a live, interactive slideshow on-site that updates as guests take pictures.
- Would you like me to look into the specific sponsorship analytics both platforms provide to help you justify the cost to your stakeholders?