

ManyMeet: The complete live-webinar funnel with Zoom and Brevo

getmanymeet.com

blue media labs GmbH

Marco Bremer · Hamburg

marco@bluemedialabs.com

September 2026

For marketers who run open sales webinars as Zoom Meetings – camera on, direct chat, the personal feel of a coach rather than a stage.

WHAT MANYMEET IS FOR

ManyMeet replaces neither Zoom nor Brevo. It is the **minimal extension** that turns Brevo into one of the best platforms for a complete live-webinar funnel – no Zapier, no n8n, no custom code.

REQUIREMENTS

A regular **Zoom licence** (Meetings; no webinar add-on needed) – capacity follows the licence (100, 300, 500 or 1,000 participants), and even the upgrade to 500 costs far less than a dedicated webinar platform. Plus **Brevo** with Automations.

HOW IT WORKS

Participants register via a Brevo form or the meeting's Zoom registration page – linked from any landing page. Zoom reports registrations, joins, leaves and the end of the meeting to ManyMeet. ManyMeet translates these into building blocks Brevo already has: **lists, contact attributes, automation events**. Copy, sequences and conditions stay in Brevo. **If you know Brevo, you know ManyMeet.**

WHAT MANYMEET PROVIDES – EVERY MECHANISM OPTIONAL

MECHANISM	WHAT MANYMEET DOES	WHY THIS IS HARD OTHERWISE
Registration never closes	With Brevo sign-up, ManyMeet automatically assigns every new registration to the next open date – provided it has been scheduled in advance.	Whoever sets up the next date only two weeks ahead loses the registrations in between. For one customer that was up to 30% extra registrations with zero ad spend.
Post-signup nurture	Starts a Brevo automation after registration and stops it in time once the countdown takes over.	Without a stop signal, nurture and countdown overlap – or you drop one of them.
Countdown sequence	Emails X days / hours / minutes before the start, scheduled to the minute.	Standard tools manage hour accuracy at best (ActiveCampaign comes closest). “We start in 15 minutes” is not reliably possible with them.
Post-join funnel	From the moment of joining, e.g. the booking offer 60 minutes after login – while the participant is still in the webinar.	Requires a live data feed from Zoom that no email tool has.
Post-end follow-up	Triggered by the actual end of the webinar, optionally as a continuation of the post-join funnel.	Without an end signal you are left with a fixed time that is wrong whenever the webinar runs over.
No-show funnel	No-shows land in their own list and can trigger an automation.	Reconciling manually costs time and, in practice, happens too late.
Attendance data in Brevo	Status, minutes and attendance share as contact attributes – segmentable in every future campaign.	Someone who stayed 90 minutes is a different lead from someone who left after 5. Brevo never knows that otherwise.
Connected Google Sheet	All registration and attendance data continuously in a Google Sheet; your own columns in between are preserved.	The basis for sales follow-up, custom analysis and further integrations.
Analytics & recording	Funnel metrics, attendance over time, recording with synchronised transcript and chat – also queryable by AI assistants via MCP.	Zoom and Brevo each only provide their own half of this.

GETTING STARTED

1. Have your next Zoom-Meeting-based live webinar **analysed for free** – funnel, attendance curve, email impact.
2. Get going with a conversation:
cal.eu/marcobremer/manymeet

Pricing: the analysis is free; beyond that, a simple **flat fee per participant** (getmanymeet.com/pricing).

IN SHORT

Zoom Meeting + Brevo + ManyMeet = a complete live-webinar funnel from two tools you already have plus one small extension – with to-the-minute control that otherwise takes custom code.