

Results that support your business results

QUALIFIED ATTENDANCE REPORTS

Understand what is happening in your sessions with complete clarity.

- For conferences that have educational content, you get qualified attendance reports and accurate engagement analysis.
- Save time post conference in accurately accrediting those present at a fraction of the cost of manually controlling attendance.
- See which sessions and topics are the most popular.

MARKETING INSIGHTS

Give your marketing team the data they need to deliver great results.

- Reports for your marketing team to prove which parts of the show resonated most strongly with attendees.
- Real proof that goes beyond just ticket sales, such as attendee dwell time and number of repeat visits to show or sponsor content.

FACT BASED TRAFFIC PATTERNS

Understand every corner of your event right down to the square inch.

- Fact based traffic pattern data reveals better economies of space for next year's show (e.g. increasing traffic per square foot to fully take advantage of the rent paid or money spent on meals and breaks).
- See what parts of your show get the best traffic and why with complete certainty.
- Keep your exhibitors and sponsors happy by addressing dead-space and low volume traffic areas immediately.

EXHIBITOR / SPONSORSHIP MANAGEMENT

Make sure your exhibitors and sponsors get the value they expect.

- For better exhibitor management and to reduce churn, you get proof to defend what really happened at sponsor or exhibitor areas (e.g. 180 people spent more than 10 minutes watching a demo).
- Analytics data can also be used proactively, for example to get real time alerts on booth activity being affected by operational or environmental reasons revealing where the blame may lie.

QUALIFIED LEADS LISTS

Provide high quality lead lists to your clients with a clear view as to which people to follow up with.

- Qualified lead lists that go beyond simply showing someone came by and maybe only took a free pen, resulting in increased revenues and higher margin based on higher quality data.
- Proximity based messaging also represents a new revenue stream and a key selling feature for attracting larger exhibitors or sponsors.