



Event App Analytics

Measuring your event's impact using event app analytics to help quantify success.

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1. INTRODUCTION

A recent report from Forrester Research stated that conferences, partner meetings and other events typically consume as much as 20% of most B2B marketing budgets. The report refers to the ‘love-hate relationship’ that often surrounds corporate events: the pursuit of that precious face-to-face experience, married to the struggle with justifying the expense.

The reality is that most organizations are at pains to quantify the real value of many meetings and events to the business – because most events lack anything beyond the most fundamental statistics to help make the case. You may be able to show that registration was up 10% over last year or that you had a 15% increase in exhibitors, or maybe you received a 4.5/5 rating from exit surveys (completed by roughly 2% of your attendees), but going any deeper requires effort well beyond the means of most event organizers.

A good event app will generate a deep and rich record of virtually every aspect of your attendees’ behavior. Whether through a live poll, schedule personalization, or social media activity, mobile technology paints a very thorough picture of what kind of engagement went on during your event and what kind of return it delivered to your bottom line.



2. DATA SPECTRUM

The wealth of data contained within a mobile app can help quantify the rich interactions between event stakeholders – organizers, attendees, speakers, exhibitors, and sponsors. This data exists along a spectrum, from basic technical to behavioral to aggregate.

2.1. Level 1: Technical Data

Think of technical data as your “starter” data. It comprises basic performance indicators for your app, providing an indication of its popularity and usage, but revealing little about your event’s success.

With decent numbers – which vary by event type and audience demographics – you can turn to your event owner and say, “80% of attendees downloaded the app and all together there were more than 1 million page views. This indicates strong usage and means the app was a success.” Technical data cannot help you measure the impact of your event, or the achievements of stated event objectives, but it does indicate whether or not your attendees found the app helpful.

The table below summarizes the insights revealed through technical data:

Insight	Details	Evidence
Marketing Effectiveness	Use your app’s technical data to evaluate the effectiveness of promotional activities, and whether or not people are actually using it.	<ul style="list-style-type: none"> • Number and timing of app downloads • Activations by device and platform, including multiple devices per user
Event Cadence	Depending on the nature of your event, you might regularly see people walking the halls and assume everything is going well. Then again, that could indicate that something is going completely wrong.	<ul style="list-style-type: none"> • Up-to-the-minute usage patterns • Total page views • Time spent in the app

As demonstrated here, technical data offers only limited insights into event success. To answer the tougher questions about achieving objectives or measuring return on event investment, you need to dig deeper, starting with behavioral data.

2.2. Level 2: Behavioral Data

Whereas technical data relates to your app, behavioral data relates more closely to your attendees. It provides tangible evidence of engagement, influence, and opinion. It helps evaluate the app’s influence on attendees, and serves as a proxy for overall event performance. We can assess the app’s utility, and we can start to see how it contributed toward the achievement of event objectives.

Examples of behavioral data include:

- Rankings of the most influential, active people at your event
- What people think of the sessions, the speakers, or anything else that you want to ask or infer based on their comments

This more sophisticated level of data helps assess achievement of event and stakeholder objectives. The scope and depth of this data far outweighs any other type of event data you could hope to gather by other means. Put simply, there is no better proxy of attendee behavior than your event app.

The table below summarizes the insights revealed through behavioral data:

Insight	Details	Evidence
Attendee Interests	Knowing what interests your audience will help you better understand their preferences as you follow up and plan for the next event.	<ul style="list-style-type: none"> • Page view details (which pages, viewed by whom and when) • Most popular speakers and sessions • Documents viewed, saved and shared • Personalization details (schedules, notes, attendee and/or exhibitor lists, etc.)
Guidance Needed	Discovering how much guidance your attendees need is helpful in developing your strategy for your next event.	<ul style="list-style-type: none"> • Usage frequency of information sections, maps, city guide, travel tools • Number of in-app support requests
Audience Participation	Many events require attendees to play an active role, whether during sessions or through other feedback means. An event app provides real-time insight into attendee participation.	<ul style="list-style-type: none"> • Conversations on live message boards • Participation in surveys and live polls • Asking questions to speakers and presenters • Comments on the in-app message board • Photos shared • In-app game participation
Networking Activity	If building and nurturing relationships is an important event objective, behavioral data can expose how much is taking place by revealing key metrics.	<ul style="list-style-type: none"> • Volume of attendee-to-attendee messaging • Number of 1-on-1 meetings booked • Number of contacts exchanged

		<ul style="list-style-type: none"> • Twitter, LinkedIn and Facebook activity
Impact of Incentives	<p>Most event apps give you a number of ways to create incentives that encourage attendees to participate. The best ones make it easy to assess their impact.</p>	<ul style="list-style-type: none"> • Participation in an app game • Response to push notifications • Survey response rates (where incented)
Sponsorship ROI	<p>Your event sponsors, exhibitors and advertisers will want to come back when you show them definitive data about their return on their investment.</p>	<ul style="list-style-type: none"> • Banner ad impressions and clicks • Response to push notifications • Sponsor or exhibitor page views • Exhibitors added to personal exhibitor list • Exhibitor collateral downloads • Exhibitor check-ins

Learning from and adapting to new information is an essential survival skill. The behavioral data examples listed above make continuous improvement possible, both on-the-fly during a meeting or event and as planning takes shape for the future. No other source of information is as comprehensive or as actionable. Behavioral data will help you:

- Determine if you need to adapt your marketing and promotional efforts before or during your event to encourage further engagement
- Evaluate every session, speaker and social event to understand what works, and what doesn't
- Solicit timely feedback about your meeting or event through overt surveys or by monitoring comments

2.3. Level 3: Aggregate Data

With access to both technical and behavioral data, you will have everything you need to measure the impact of your app and of your event. But in order to truly measure how the event impacts your business, you will need to include data from other external sources such as Customer Relationship Management (CRM) systems. Aggregating app data with data from other sources will paint a complete picture, be it of a customer journey from prospect to client, or of an employee journey starting from on-boarding.

Using a user conference as an example, data on exhibitor booth page views and check-ins can be cross-referenced with sales data from the CRM system to indicate

potential sales opportunities, or even point to accounts at risk (using the absence of app data as a negative indicator).

In the same environment, a gamified app will identify the most loyal and enthusiastic clients, some expected and others unexpected. The app can also point out who is skipping the required training sessions, the names from which can then be cross-referenced with the support ticket management system to identify clients who should be encouraged to undergo training, or discretely 'unsubscribed' because they are a net drain on the business.

Generating these more holistic attendee views will take a bit of planning. Complexity will vary depending on the organization's ability to warehouse and access data from diverse systems. App data is relatively simple in this regard, typically exportable in CSV or spreadsheet format for easy manipulation. With a clear sense of what needs to be measured and a detailed map of the relevant data, connecting the dots between event behavior and company impact is achievable.

3. TOP 10 INSIGHTS REVEALED BY EVENT APP ANALYTICS

3.1. Marketing Effectiveness

You've spent a lot of time and money promoting your app – now it's time to find out how effective you've been.

- How many people downloaded and launched the app prior to your event and during your event?
- How many impressions were on each page of the app?
- How long did users spend in the application?

3.2. Attendee Interest

Knowing what interests your audience will help you better understand their preferences and plan for your next event.

- Which content is being accessed the most?
- How many people are viewing which types of content, including social, sponsor, speaker, attendee or general information?
- When are attendees using the application?

3.3. Participation Levels

Event app analytics give you measurable insight into the effectiveness of your app and how attendees are participating at your event.

- How many attendees viewed session details? How do these numbers relate to actual session attendance?
- During your sessions, how many questions are submitted on the Session Q&A feature? How well are attendees responding to surveys and polls?

- How many people are participating in the social elements, such as photo galleries, discussion boards, Twitter, Facebook and LinkedIn? How much content did your audience generate?

3.4. Preferred Mobile Platforms

Choosing the right mobile platforms to deliver your event app can be tricky without real insight to back up your decision.

- How many downloads of the event app took place on each device type?
- What was the hourly activity level on each device type?
- How many times was your event's mobile website accessed by those who did not have the appropriate device platform?

3.5. Sponsorship ROI

Your event sponsors and exhibitors will want to come back when you show them definitive data about their return on their investment.

- How many times did attendees click on a sponsored banner ad?
- How favorably did attendees respond to sponsored push notifications and what was the impact on your sponsors' bottom line?
- How many leads were exhibitors and sponsors generating on the event app?

3.6. What's happening in Real-Time

Real-time insight into event analytics helps you adapt your event on-the-fly to attendee preferences and interests.

- Which sessions are people adding to their personal schedules prior to the event?
- What are attendees saying on social networks, polls, surveys and live message boards that can help you adapt to their needs?
- How many attendees are exchanging contact information and setting up meetings using the mobile app? Real-time insight can help you better plan for social engagements that bring people together.

3.7. Audience Retention Rates

Attracting attendees to your event is important – discovering ways to retain them is critical to your success.

- How does the number of app downloads compare to the app usage rates for each day of your event?
- Based on insight from analytics, how can you adapt your marketing and promotional efforts during your event to build excitement and encourage further engagement?

- How can you adapt your event sessions and social events to give your attendees more of what they want?

3.8. Amount of Networking

Event apps give you both the tools to increase networking at your event and measure your impact.

- How many attendees exchanged contact information, connected with like-minded people or scheduled meetings using the app?
- To what extent were people engaging in online conversations on live message boards and social networks?
- How often did attendees share information such as notes, photos or documents?

3.9. Guidance Needed

Uncovering how much guidance your attendees need is helpful in developing your strategy for your next event.

- How frequently was the mobile app Info Booth visited and which information was most popular, such as event operations, services or transportation information?
- What type of orientation tools were accessed the most, such as the venue maps, city guide or travel tools?
- How many support requests came through on the app?

3.10. Impact of Your Incentives

The best event apps give you more ways to create incentives to encourage attendees to participate – knowing your impact will guide your decisions for future events.

- What percentage of attendees participated in your event app game and who scored the highest on the leaderboard?
- How well did attendees respond to your broadcast messages throughout the event and did you receive any feedback?
- Did your efforts to reward attendees for responding to surveys and polls make a difference?

4. CONCLUSION

As the enterprise embraces mobile, meetings and events will shift in two fundamental ways: The first is that nearly every gathering of every shape and size will have an app; and the second shift – a direct result of the first – is that event organizers will finally have access to all the evidence they need to understand precisely what impact the event had on attendees, and whether or not stated objectives were achieved. That's because the digital nature of mobile event apps means that they can capture a wealth of data points that reveal details on engagement, networking, knowledge retention, communication, and a great deal more. Whatever the reason for the meeting or event, there is a range of data that will attest to its success, from basic app adoption to

session relevance to a more holistic view that incorporates data from other business systems.

Thanks to their maturity and sophistication, mobile event apps hold the key to answering the inevitable question: was this event worthwhile?

5. CONTACT

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