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SITUATION: THERE IS NEVER ENOUGH TIME FOR POST-SHOW ANALYSIS.

Post-Show Results Report

For brands with a rigorous exhibit schedule or those that must quickly assess results at key shows, a Post-Show Results Report provides marketers a consistent way to measure performance.

A Post-Show Results Report provides an analysis of your trade show performance and recommendations for improvement.

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The Performance Assessment Includes:

Show Results

Available metrics can include sales leads, foot traffic, customer segmentation, product interest, etc.

Recommendations for Improved Performance

Strategies and tactics to improve lead quality, engagement, etc.

The Post-Show Results Report analysis can be conducted using data collected via iQ or through other lead collection providers.

To learn more about Post-Show Results Reports, **REACH OUT TO YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION.**

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