

Event Metrics

Measure and analyze your live-marketing performance



**ExpoCloud**<sup>®</sup>

## What is Event Metrics?

Event Metrics is a tool for analyzing the visitors' behavior around your fair stand. You will receive a central data-source, that gives you valuable information on how to optimize your live-events. The functionality and technology of automatic visitor tracking, which are both still quite young, provide you with a completely new type of data. Because the information you can extract from that isn't just simply "new" but in contrast to the classic approach of visitor management the data is now getting captured automatically. That way they can get linked up to different types of modules of an ERM-System relationally. The visitor-tracking's data are then ready for specific evaluation and / or KPI-Analyses. With the Event Metrics Sensor data about the visitor's behavior are captured and provided to the Event Metrics platform immediately. That way you can analyze the visitors' behavior around your fair stand, analyze your concept and evaluate the success of your live-communication-activities all on the base of defined KPIs. That is how you will find answers to questions such as:

- Which exhibit is the most attractive?
- Which day and which time is crucial?
- Which event is the most efficient?

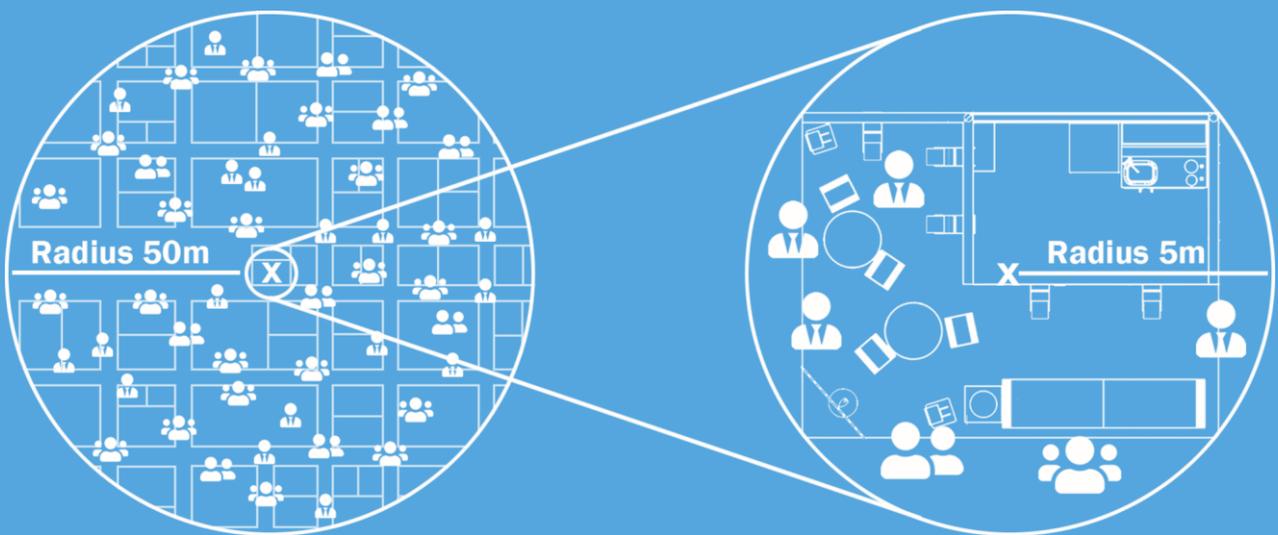
### Event Metrics Sensor

To measure the visitors' behavior a small sensor is placed on your fair stand. This sensor measures the visitors' behavior in the radius of 50 to 100 meters around your stand fair with the help of WIFI-technology. Visitors, who are currently in that range, are getting captured and can now be seen in the ExpoCloud Insights App as so called "Passages"



## Measuring the visitors' behavior

The maximum reach, that the sensor is able to measure, depends on factors such as aisle-width as well as on-site construction. Visitors, who are currently within reach, are getting captured and can be seen as “Passages” in ExpoCloud Insights. For exact capturing the sensor is measuring in a second radius, that is getting adjusted to the size of your fair stand. People, who stay in this radius for longer than a minute, are getting counted as visitors. After that you can see the number of visitors, their average length of stay and the returning visitors.



## WIFI-Tracking

WIFI-Tracking is a technology, used by the Event Metrics Sensor, for capturing data about visitors' behavior on fairs, events and in retail trade. It uses smartphones' so called „probe-request“, to capture the presence of a person or rather a WIFI capable device. That happens when such a device is searching for a WIFI-hotspot, that it can connect itself to. This probe-request runs automatically in the background of every device, that has its WIFI function activated.

## GDPR-compliant capturing

In the early stages of WIFI-tracking the MAC-address, the clear recognition of the WIFI-chip of a terminal, was used. But due reasons of data protection producers started using MAC-randomization because a MAC-address was being classified as personal data such as a one's house number for example. A consequence of that was that now a random instead of the actual address was being communicated. The process of switching to the procedure of MAC-randomization isn't enclosed with all manufacturers yet, but still you can assume that about 50 percent of today's MAC-addresses are randomized.

That has strong influence on the measurement results' accuracy. For example, if a terminal sends two different MAC-addresses in between five minutes, this technology would capture two different visitors.

Based on the discussion on MAC-randomization, providers of WIFI-tracking actions needed to find ways on how to increase the reliability of measurement results again. Us from ExpoCloud, we developed a fingerprinting-method, which doesn't even pay attention to the MAC-address. Instead it gives a combined total, that consists of other parameters transferred during a probe-request. This results in an explicitness of terminals and with that a validity of the measurement results of 90 percent. According to the statistics, that figure might not be counted as high just now, but in comparison to the classic procedures such as MAC-randomization (validity of 50 percent) it is absolutely superior.



## Evaluate brand awareness with Event Metrics

As mentioned before Event Metrics provides you with data on visitors' behavior at and around your trade fair. That includes the number of visitors (complete fair and your stand), the average length of stay and the number of recurring visitors – just as Google Analytics for online marketing.

You receive all data in form of interactive charts for the whole duration of the event and detailed in the course of the day. All data about your performance are available for download either as a graphic or an Excel spreadsheet, so you can use it for presentations. This way your live-communication-actions aren't just getting as measurable and transparent as your online-marketing but they are also getting evaluable. That is how they provide you with a data-based foundation that you can make your decisions on strategic orientation on.



All data about the event's performance are also available in the event performance app ExpoCloud Insights. That way you have all your information in one hand and can answer every question based on data.

- Is the trade fair's concept being accepted?
- Was the campaign on site successful?
- Which time of day was the most visited?
- How much time did the visitors spend at which exhibit?
- What is the percentage of recurring visitors?

## Business analysis in live-communication

ExpoCloud Event Metrics' module on business analytics shows the breakdown of sales distribution according to products and groups of services. Detailed interpretation on the level of individual articles show, which products are often used, and which are not – important insights for the maximum increase of performance. Consequence of which is the equal benefit of rental equipment provider, advertising dealer, exhibitors, caterer and booth builder. The additional quality analysis shows early, if the dictated standards of quality management can be adhered and that way enable targeted interventions. With Event Metrics' reporting function automated, individual reports can be produced and periodically sent.





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