RESEARCH ABSTRACT- HAP MUSTER

It is a comprehensive platform which can help to make the website robust with event technology is Hap Muster.

Hap Muster not only assists you with event analytics but also with the creation of event app and website, event promotion, attendee registration, attendee engagement and a lot more.

* Website analytics

Hap Muster provides us with an extremely detailed report for our event website's analytics. From the visitor overview to the details of the website sessions and most visited pages, and also find details about everything from this platform.

* Promotion analytics

In order to make the event successful, we would surely work with a lot of promotions and marketing using e-mails, social media, etc. Hap Muster event analytics module makes sure that we get a detailed report of these promotional campaigns as well.Thus, understand how strategies are working.

* Registration Analytics

The platform is very intricate which provides you with the minute details of your events registration process. Manually tracking the funnel behaviour of your event attendees can be a really tiresome task.

However, Hap Muster makes the process automated by displaying the chronological behavioural flow of every customers. Thus,helps to comprehend it better.

And based on the number of responses we get, we can plan to book several operations that are comfortable to give a better opportunity in terms of visibility for a particular sponsor or loop in the best of the best speakers and create an exceptional content for the same.

* Engagement Analytics

Not only does the event automation software of Hap Muster help to ensure optimum attendee engagement but it also helps to monitor it closely. Administer all the details from the number of messages exchanged to the most active hours for the number of meetings arranged and the most active attendees.

There are multiple analytics related to the exhibitors and the sponsors that are available on Hap Muster which can be leveraged as an additional offering for attracting more exhibitors and bagging good sponsorship. With Hap Muster, there is a lot more that we can do with event analytics.