

Top 10 Insights Revealed By Event App Analytics

Meeting professionals are rapidly adopting Mobile Event 2.0, moving away from template-style apps towards unique, interactive apps that fully integrate your brand. With so much excitement over improved user experience, better branding and new features, we want to ensure you're getting all the insight you need from event app analytics.

Here are the top 10 insights to ensure your events are a success.



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?

2 Attendee Interests

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 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?

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?



5 Sponsorship and Advertising ROI

Your event sponsors and advertisers will want to come back when you show them definitive data about the 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?

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.

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?

8 Amount of Networking

Mobile Event 2.0 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?

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 mobile app?

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?

