



Simulation World 2024 Information Sheet

Data Source Information

Business & Campaign Contacts:

- Campaign Marketing Manager
Senior Manager, Paid Media
- Senior Manager, Organic Social Media
- Adobe Web Analytics Manager

Dashboard Created By: [Sy Soni](#)

Data Sources:

- **Registrations:**
Snowflake - Landing.Salesforce.Campaign_Member & **Bizzabo Excel export**
Snowflake - Landing.Salesforce.User
- **Attendance:**
Bizzabo Excel export
- **Live vs On-Demand:**
Bizzabo Excel export
- **UTM:**
Snowflake - Landing.Salesforce.Campaign_Member & Landing.Salesforce.Campaign
- **Web:**
Snowflake - Landing.Adobe_Analytics.vw_adobe_analytics_json_temporarydata

Dashboard Information

Registrations:

This tab shows registration data.

Attendance:

This tab shows session attendance data.

Live vs On-Demand:

This tab shows live and on-demand views by track and session.

UTM:

This tab shows UTM data that drove campaign members to the **campaign** through organic social and paid media content

Web:

This tab shows Adobe data that drove visitors to the SimulationWorld.com **website** along with hot leads via:
Campaign Code: Campaign
Campaign Code: Medium
Campaign Code: Source

Review FAQs tab for details

Links of Interest:

- Parent Campaign:
[SimWorld 2024 | Salesforce](#)
- Child Campaigns:
[Event - Virtual SimWorld 2024 Registration | Salesforce](#)

[Paid Media-Paid Search 240228 SimWorld2024 Register | Salesforce](#)

[Paid Media-Paid Social -LGF-240228 SimWorld2024 Register | Salesforce](#)

[Paid Media-Paid Social 240228 SimWorld2024 Register | Salesforce](#)

[Paid Media-Paid Trade 240228 SimWorld2024 Register | Salesforce](#)

[Email-Single Send 240313 SimWorld2024-Promo1 | Salesforce](#)

[Email-Single Send 240313 SimWorld2024-Promo2 | Salesforce](#)

[Email-Single Send 240313 SimWorld2024-Promo3 | Salesforce](#)

[Email-Single Send 240313 SimWorld2024-Promo4 | Salesforce](#)

[Email-Single Send 240320 SimWorld2024-Promo-1:1 | Salesforce](#)

[Event - Virtual SimWorld 2024 Registration Data - Amplify Promotions | Salesforce](#)

[Event - Virtual SimWorld 2024 Registration Data - Internal Comms | Salesforce](#)

[Event - Virtual SimWorld 2024 Registration Data - Organic Promotions | Salesforce](#)

[Event - Virtual SimWorld 2024 Registration Data - Snoball Promotions | Salesforce](#)

[Paid Media-DemandGen 240228 SimWorld2024 Register | Salesforce](#)

[Paid Media-Paid Display 240228 SimWorld2024 Register | Salesforce](#)

[Event - Virtual SimWorld 2024 Attendance | Salesforce](#)

Total Registrants

19,447

ICP Registrants

11,882

Non-ICP Registrants

7,565

Company

All

Country

All

ICP

All

Job Level

All

Owner Company

All

Owner Type

All

Profile

All

Student

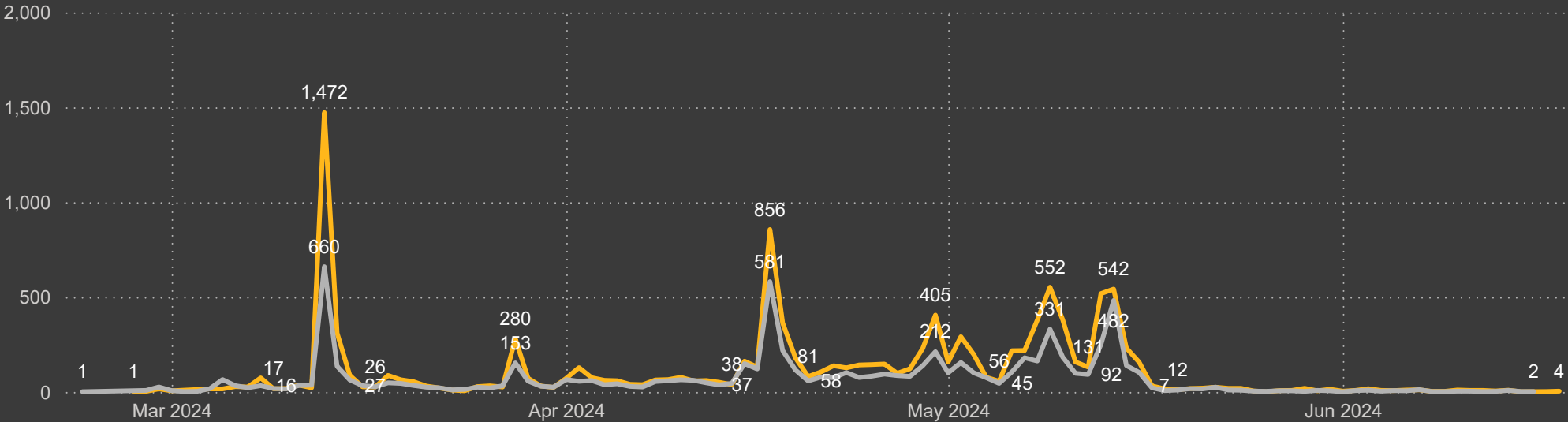
All

Registration Date

2/23/2024 6/18/2024

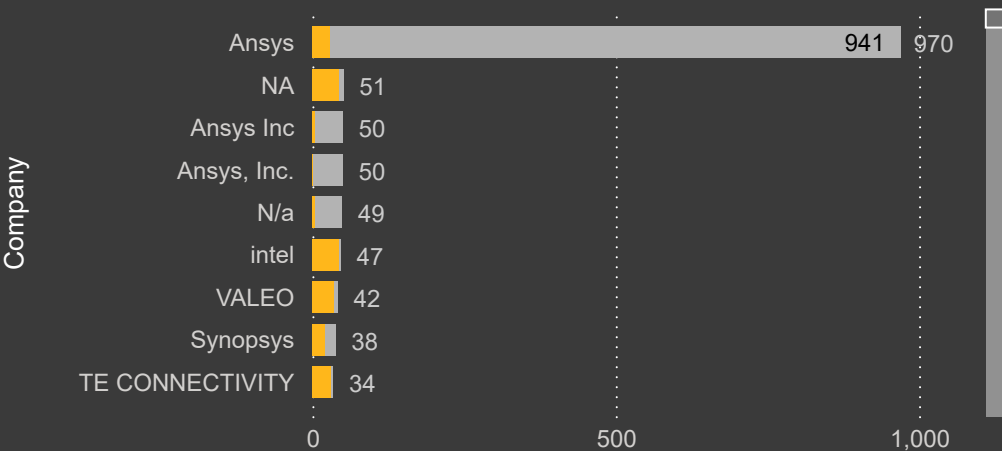
Registrants Over Time

Profile ICP Non-ICP



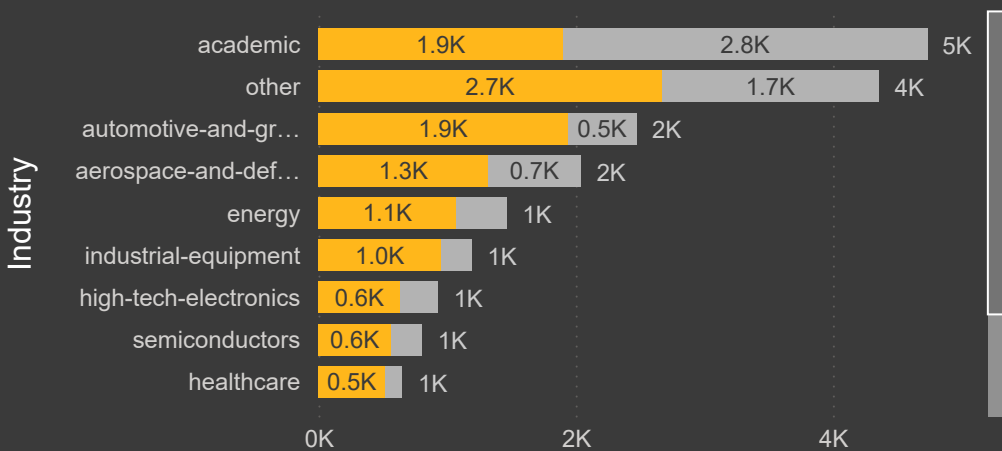
Registration by Company

ICP ICP Non-ICP



Registration by Industry

ICP ICP Non-ICP



Registrations by Country & State

Country/Region	ICP	Non-ICP	Total
United States	3,075	1,684	4,759
India	1,892	1,543	3,435
United Kingdom	578	438	1,016
Germany	589	340	929
Brazil	391	193	584
Canada	302	164	466
Turkey	295	164	459
France	246	208	454
Pakistan	205	204	409
Mexico	259	119	378
China	126	199	325
Italy	223	88	311
Spain	182	94	276
Total	11,882	7,565	19,447

Registration by Job Level

Job Level	ICP	Non-ICP	Total
engineer	6,299	1,281	7,580
student	519	3,863	4,382
manager	1,303	391	1,694
other	908	315	1,223
employee-ansys	183	800	983
director	572	226	798
professor	715	81	796
consultant	573	107	680
c-level	362	64	426
channel-partner	157	17	174
Entry		156	156
president	116	28	144
vice-president	85	39	124
Total	11,882	7,565	19,447



Simulation World 2024: Attendance

Last Refresh: 6/24/2024 9:47:04 AM

Total Sessions Attended

22,945

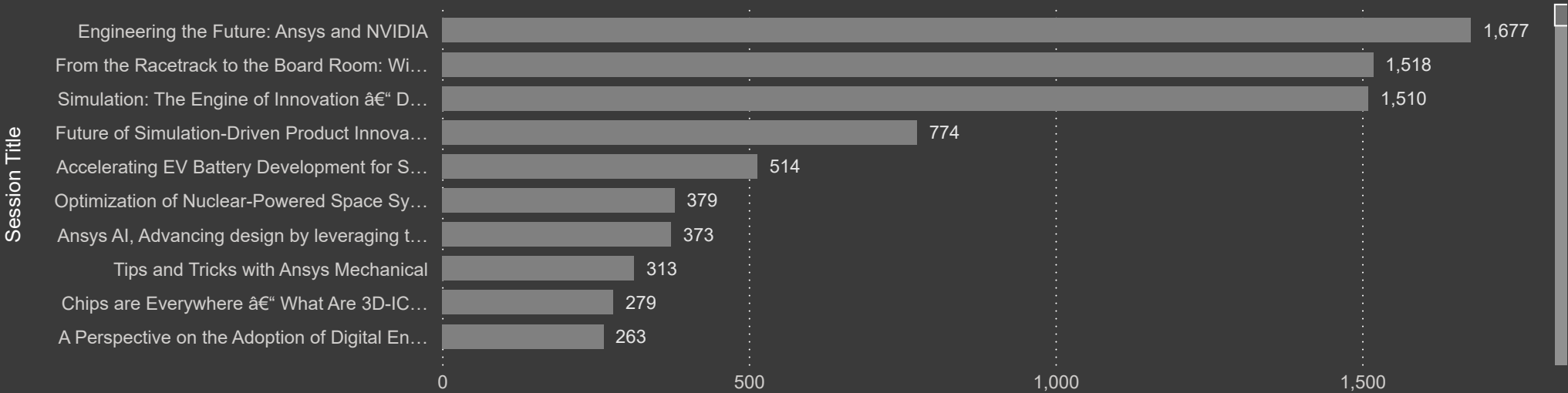
Unique Attendees

4,076

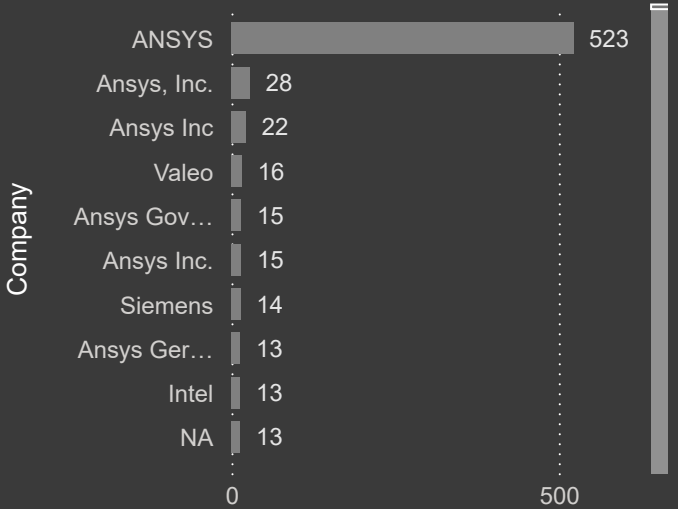
Avg. View Duration - Rate

55%

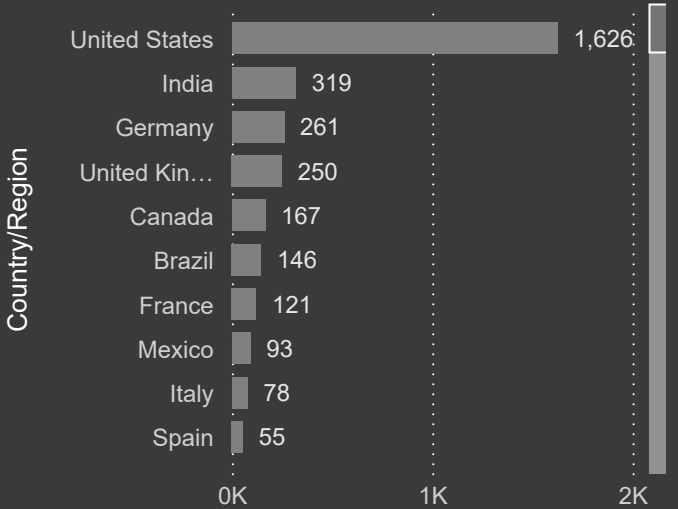
Attendees by Session



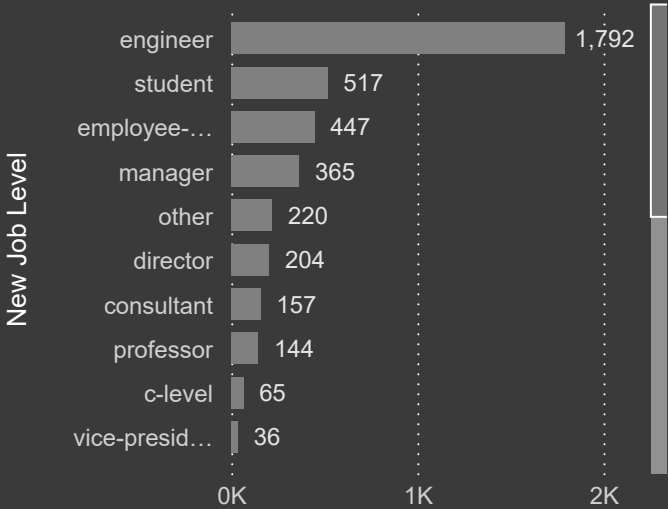
Attendees by Company



Attendees by Country



Attendees by Job Level



Session Data

Session Title	Session Duration (Minutes)	Total Avg. View Duration Minutes	Average of View Duration Rate	Total Unique Attendees
Engineering the Future: Ansys and NVIDIA	10	7	68%	1,677
From the Racetrack to the Board Room: Winning with Simulation	15	12	76%	1,518
Simulation: The Engine of Innovation â€œ Driving Quantifiable Transformation	20	15	71%	1,510
Future of Simulation-Driven Product Innovation	20	17	72%	774
Accelerating EV Battery Development for Safety and Performance through Simulation	20	11	52%	514
Optimization of Nuclear-Powered Space Systems	20	12	55%	379
Ansys AI, Advancing design by leveraging the power of AI	25	10	41%	373
Tips and Tricks with Ansys Mechanical	25	15	58%	313
Chips are Everywhere â€œ What Are 3D-ICs, and Why Are They Changing the World?	25	13	51%	279
A Perspective on the Adoption of Digital Engineering Within an Enterprise	20	9	43%	263
3D Modeling and Flow Simulation in Complex Congenital Heart Disease	25	10	39%	261
Ansys SimAI for CFD Studies	25	12	45%	250
Autonomous Vehicle Safety Through Accurate Simulation at Scaleâ€œ	20	10	48%	244
Geometry preparation with Ansys Discovery	20	16	74%	244
Cell Therapy Can Cure Cancer. Bring It To Life.	20	10	50%	236
SimAI, Generative AI and Deep Learning to Democratize Simulation	20	11	54%	233
The Air Force Test Center Digital Modernization Strategy: Digital-First Initiatives to Ensure Warfighter Trust in Systems	20	11	52%	231
What Exactiv is MBSE?	20	9	44%	229



Simulation World 2024: Live vs On-Demand

Last Refresh: 6/24/2024 9:47:04 AM

Grand Total Views

46,690

Total Views: Live

19,332

Total Views: On-Demand

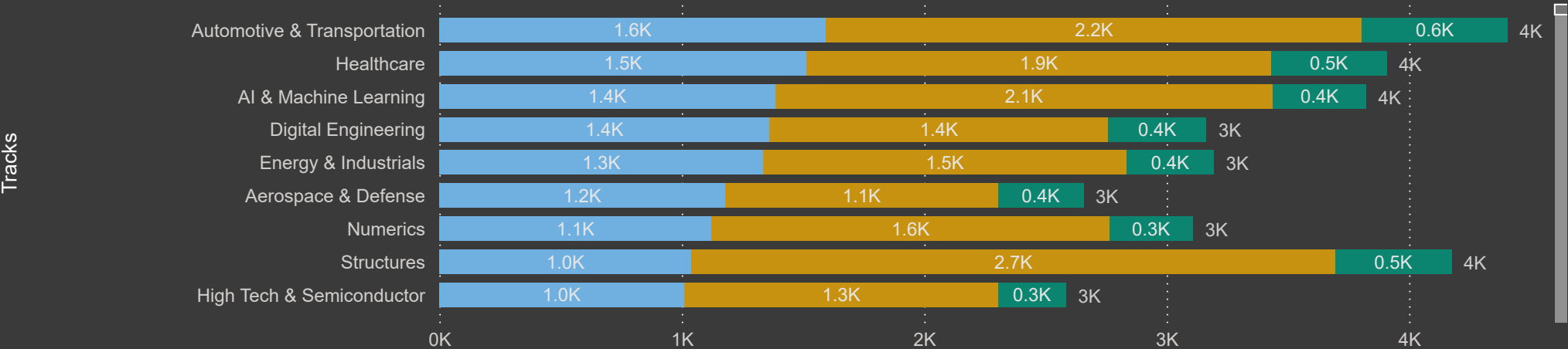
22,809

Total Views: Both (Live & On-Demand)

4,549

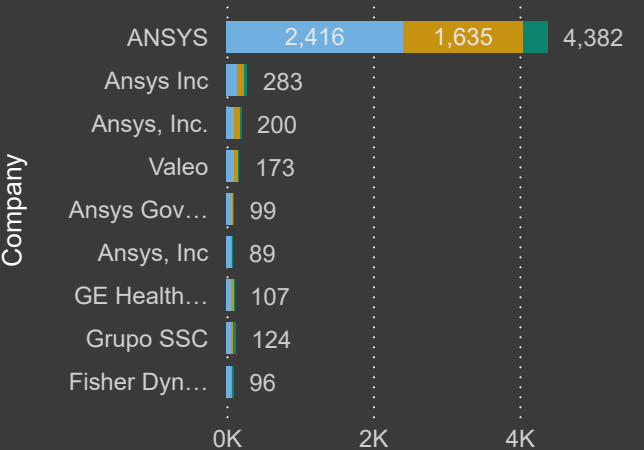
Live vs On-Demand by Track

Total Live Views Total On-Demand Views Total Both Views



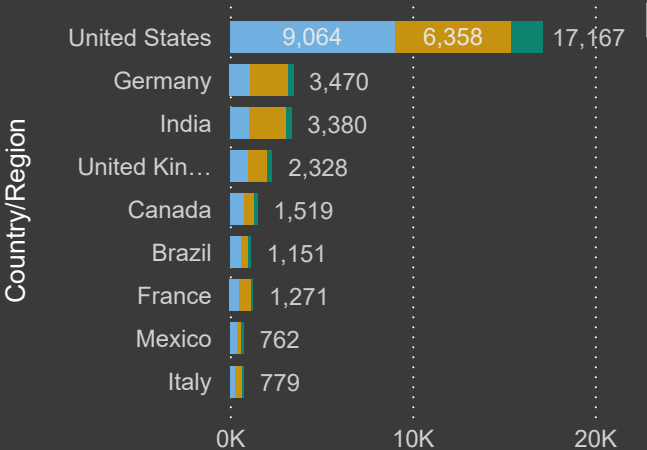
Live vs On-Demand by Company

Total Live Views Total On-Demand Views Total Both Views



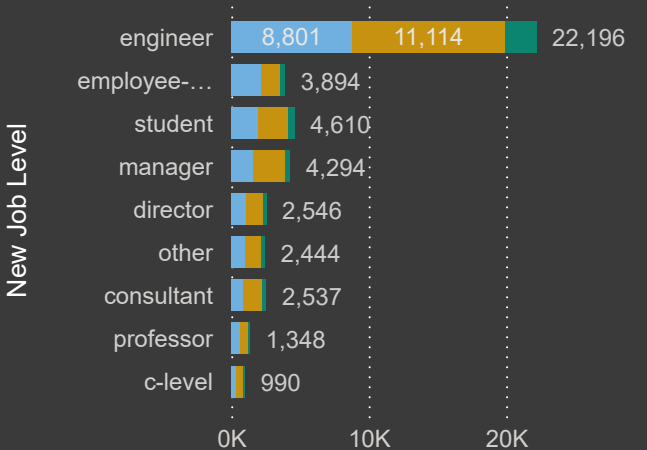
Live vs On-Demand by Country

Total Live Views Total On-Demand Views Total Both Views



Live vs On-Demand by Job Level

Total Live Views Total On-Demand Views Total Both Views



Live Session Watch Detail

Tracks	Session Title	Session Duration (Minutes)	Avg. Live View Time	Avg. Live View Duration Rate	Grand Total Views	Total Live Views	% Live Views
Structures	Tips and Tricks with Ansys Mechanical	25	14.64	0.56	1,153	227	0.20
Automotive & Transportation	Accelerating EV Battery Development for Safety and Performance through Simulation	20	11.57	0.54	1,051	353	0.34
Fluids	Ansys SimAI for CFD Studies	25	11.73	0.45	946	192	0.20
AI & Machine Learning	Ansys AI, Advancing design by leveraging the power of AI	25	10.44	0.41	760	306	0.40
AI & Machine Learning	SimAI, Generative AI and Deep Learning to Democratize Simulation	20	10.85	0.54	582	188	0.32
Structures	Geometry preparation with Ansys Discovery	20	16.20	0.75	578	133	0.23
Healthcare	The Business Model for Computational Simulation	20	9.69	0.46	573	160	0.28
Automotive & Transportation	Autonomous Vehicle Safety Through Accurate Simulation at Scale	20	10.12	0.48	559	182	0.33
Total			12.05	0.55	46,690	19,332	0.41

UTM Source	Ansys Employee	Board Member	Channel Partner	ICP	Junk	Student Academic	Total
<div><div></div><div></div></div>	35	1	248	7,180	17	199	7,680
<div><div></div><div>allaboutcircuit</div></div>				14			14
<div><div></div><div>ASME</div></div>				21		4	25
<div><div></div><div>AviationWeek</div></div>				5			5
<div><div></div><div>bing</div></div>				30			30
<div><div></div><div>digital-engineering</div></div>		1	1	142		6	150
<div><div></div><div>edacafe</div></div>				4			4
<div><div></div><div>engineering.com</div></div>				17			17
<div><div></div><div>facebook</div></div>	1		1	640		11	653
<div><div></div><div>fierce</div></div>				22			22
<div><div></div><div>gdn</div></div>				142		2	144
<div><div></div><div>google</div></div>			5	169		1	175
<div><div></div><div>google-dg</div></div>				274		4	278
Total	40	2	337	11,880	23	384	12,666

Campaign
All

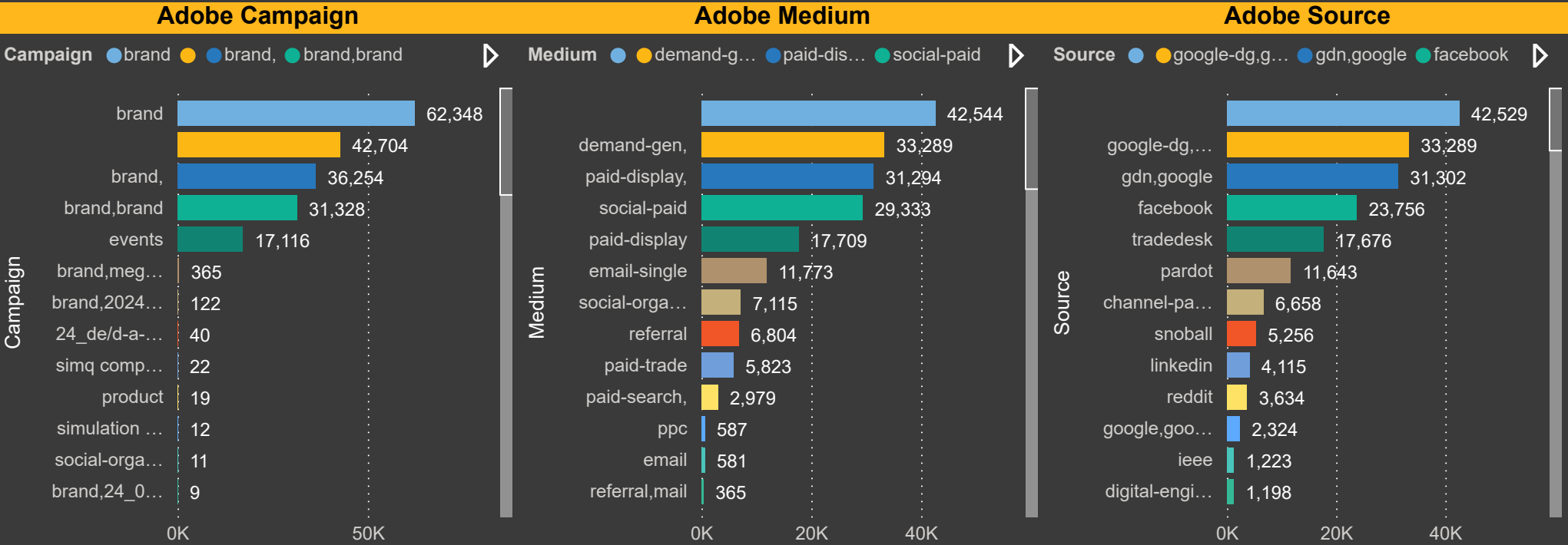
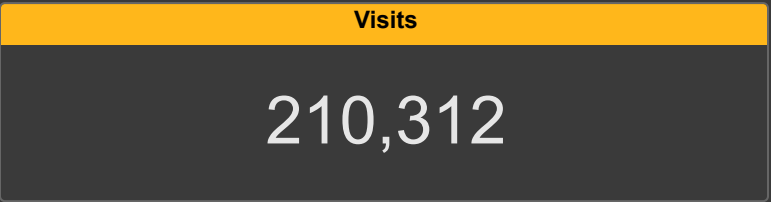
Content
All

Medium
All

Source
All

Term
All

Date
2/1/2024 6/23/2024





Simulation World 2024: FAQs

Frequently Asked Questions

How often is the dashboard updated?

- Refreshes for Registrations tab are performed throughout the week by 12 pm EST.
- Refreshes for UTM and Web tabs are scheduled through Power BI twice daily at 9 am and 12 pm EST.

Where is the data coming from?

- **Registrations:**
The data in this tab is sourced from Snowflake via a SQL query against a Salesforce table for Campaign Members and joined with Bizzabo's data exports.
- **UTM:**
The data in this tab is sourced from Snowflake via a SQL query against a Salesforce table for Campaign Members and Campaigns.
- **Web:**
The data in this tab is sourced from Snowflake via a SQL query against an Adobe Analytics View table.

How can I incorporate data I have into this dashboard?

- Provide the source of the data.
- Provide the location of the data.
- Provide the frequency at which the data should be refreshed.

Note: If your data is in an Excel file, there may be development efforts required to ensure data structure, integrity, and hygiene between your Excel file and Power BI
Contact [Sy Soni](#) for additional details and requirements

Registrations tab:

What is the information in this tab?

- The information in this tab provides registration details for ICPs and Non-ICPs.
- ICPs make it into Salesforce. Non-ICPs do not make it into Salesforce.

What does ICP mean?

- ICP is an acronym for Ideal Customer Profile.
- ICP is defined as a person / company believed to be a fit for and benefit from the products Ansys Sells.
- ICP registrants make it through Pardot Processing logic and into Salesforce as campaign members

How are ICPs classified?

- ICPs are classified in reverse by identifying who is **NOT** an ICP.
- ICPs are **NOT**:
 - Board members
 - Channel partners
 - Competitors
 - Employees
 - From banned countries (Crimea, Cuba, Iran, North Korea, Sudan, Syria)
 - Junk registrations
 - Solution partners
 - Students

What is Owner Company and where does that field come from?

- Owner Company is aliased and found in Snowflake.
- The data comes from Landing.Salesforce.User.
- This is to show Channel Partner company name data for registrations and attendance.

What is Owner Type and where does that field come from?

- Owner Type is aliased and found in Snowflake.
- The data comes from Landing.Salesforce.User.
- This is to show who a particular registrant / attendant is owned by (Ansys vs. Channel Partner).
- Standard = Ansys
- PowerPartner = Channel Partner
- Blank / Null = no data available; detail reason is likely "Sourced by Ansys" or "Provided by Person to Ansys"

Why do the same or similar company names appear multiple times?

- The company names are not duplicates but rather how registrants entered their respective company name when completing registration. As a result, there will be variations on company names.
- Example: One registrant can input Ansys. A different registrant can input Ansys, Inc. A third, unique registrant can input ANSYS. These will appear as three different companies from three different registrants.

Attendance tab:

What is the information in this tab?

- The information in this tab provides attendance details sourced from Bizzabo.

Live vs On-Demand tab:

What is the information in this tab?

- The information in this tab provides details to show views by live sessions and on-demand sessions
- There are instances where a viewer watched a session live and on-demand. This is categorized with the term "Both"
- Data to show how long a viewer watched an on-demand session is unavailable. As a result, average watch time and average duration watched as a percentage cannot be calculated.

UTM tab:

What is the information in this tab?

- UTM parameters tell us what drove users to the website.
- UTM Campaign identifies which major marketing or business initiative a promotion is associated with.
- UTM Medium identifies the marketing channel that generated the traffic.
- UTM Source identifies the digital property the user was browsing before visiting SimulationWorld.com. It does not indicate a user's country.
- UTM Content identifies the exact details of the ad or promotion like ad type, language, target area, etc.
- UTM Term is only used for PPC (paid search).

For additional UTM information, visit this [link](#) and review the slide titled *Parameters Explained*.

Web tab:

- What is a visit?
Adobe defines a visit as a sequence of page views in a sitting. For the purposes of this dashboard, the visits will be to the SimulationWorld.com website.

Simulation World 2024: Dashboard Development

6/12/2024

- UTM Tab
Updated Registrants Over Time line > ICP line to distinguish between Channel Partner and ICPs.
Channel Partner and ICPs had the same line color.

6/12/2024

- Registrations Tab
Incorporated State field from Bizzabo export to accommodate report request for registrants by state.

6/12/2024

- Live vs On-Demand tab
Incorporated newly added Track attribute to tab

5/30/2024

- Live vs On-Demand tab
New tab to show viewer data by live or on-demand or both by session
- Tab Updates
Information: Incorporated language for Live vs On-Demand tab.
FAQs: Incorporated details for Live vs On-Demand tab.
Attendance: Corrected tile from **Total Views** to **Total Sessions Attended**

5/30/2024

- Information tab
Updated tab to show newly incorporated Landing.Salesforce.User table from Snowflake.
- Registrations
Updated tab to incorporate Channel Partner owner data via updated Snowflake data model.
Added Owner Company and Owner Type slicer filters based on Landing.Salesforce.User table from Snowflake.
- Attendance tab
Updated tab with Owner Company and Owner type slicer filters to capture data for Channel Partners.
- FAQs tab
Incorporated language to clarify details regarding Landing.Salesforce.User table from Snowflake.

3/26/2024

- Attendance tab
Obtained data from Sarah Kmetz (Bizzabo)
Uploaded data file to SharePoint repository
Connected data source
Created tab