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EVENT-METRICS PRO

In this white paper, you will learn how Event-Metrics Pro uses innovative sensor technology to enable precise visitor analyses, record movement patterns in real time and support secure, data-based optimisation of your exhibition presence through GDPR-compliant data storage.

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EVENT METRICS PRO

Introduction to Event-Metrics Pro:
The revolution in exhibition analysis

In the dynamic world of the exhibition and event industry, Event-Metrics Pro represents the next generation of advanced analytics tools. As a further development of Event-Metrics 5.0, this innovative solution offers in-depth insights into the behaviour of visitors at your exhibition stand and sets new standards in the evaluation and optimisation of live events.
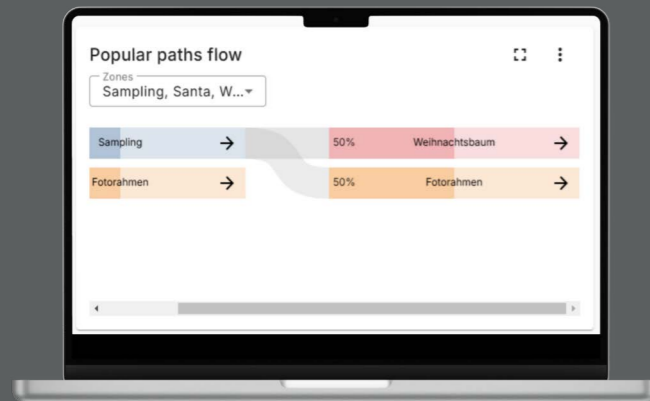
WHAT DOES EVENT-METRICS PRO UNIQUE?

COMPREHENSIVE VISITOR ANALYSIS:

With Event-Metrics Pro, you can analyse exactly where visitors spend most of their time at your exhibition stand. This valuable information helps you to identify which product or service areas generate the most interest and where there is a need for optimisation. The precise analysis allows you to adjust your exhibition presence in real time and maximise interaction with your visitors.
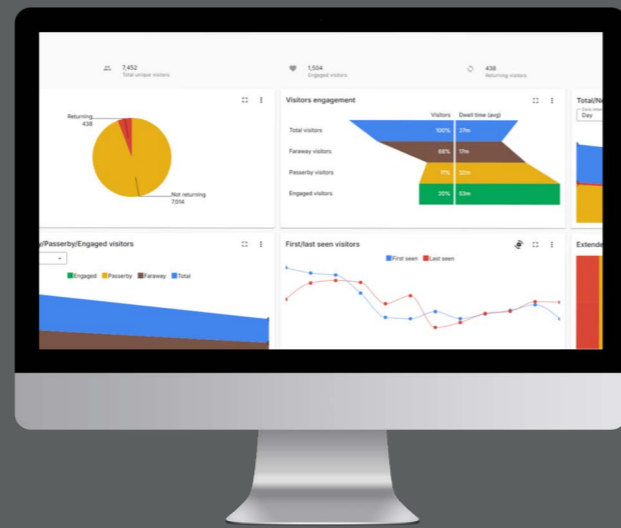
DETAILED ROUTE ANALYSIS:

A particular highlight is the precise tracking of visitors. Event-Metrics Pro provides a clear overview of their movement patterns from the moment they enter your stand until they leave. This data provides information on which areas are most frequented and where there is potential for optimisation.

IDENTIFICATION OF IMPORTANT VISITORS:

Event-Metrics Pro's unique technology allows you to identify the 'most valuable' visitors - those who show the highest interest in your products or services. These important visitors are defined by the time they spend at your stand: Visitors who. You can individually set for each sensor when a visitor is categorised as particularly interested. The minimum interval is 30 seconds. This flexible setting allows you to target the most relevant target group and effectively strengthen customer loyalty.
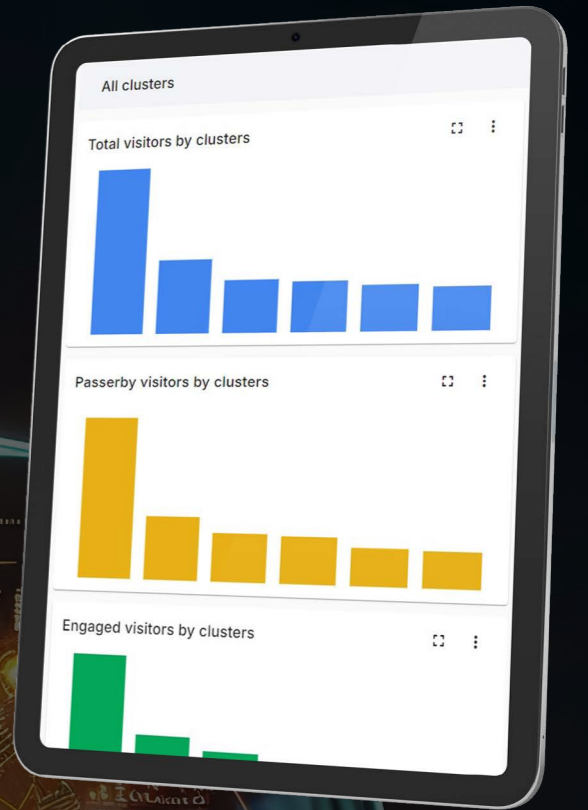
EVENT-METRICS PRO:
FUNCTIONS, MODE OF OPERATION, DESIGN AND DATA STORAGE

Event-Metrics Pro is an advanced solution for analysing and optimising exhibition appearances. With its innovative technology and compact, flexible design, the system offers a combination of efficiency, user-friendliness and security. The functions, mode of operation, design and data storage are explained in detail below:

FUNCTIONS
of Event-Metrics Pro

Flexible and independent sensor technology

- **Portable and stand-alone sensors:** The Event-Metrics Pro sensors are mobile and can be operated independently. They are ideal for analysing individual zones or clusters, enabling targeted visitor analyses in different areas of the exhibition stand.

- **Versatile energy supply:** The sensors can be operated flexibly via the mains or a power bank, which allows maximum flexibility during installation - regardless of the infrastructure of the exhibition hall.

Data analysis and optimisation

- **A/B tests to optimise the exhibition presence:** Thanks to the ability to use multiple sensors simultaneously, Event-Metrics Pro allows you to run A/B tests to test different layouts or marketing strategies on your stand. This helps you to identify the best strategy based on real visitor numbers.

- **Real-time data acquisition:** The sensors collect real-time data on visitors' movements and behaviour. This data is made available on the Event-Metrics platform within 5 minutes and enables rapid analyses.

Automation and notifications

Automatic Software-Updates:
Software updates are carried out automatically via the air interface (over-the-air), which means that no additional maintenance effort or compatibility tests are required. This makes our technology one of the most secure, efficient and unobtrusive solutions on the market.

DESIGN

of Event-Metrics Pro

Compact design and simple installation

The Event-Metrics Pro sensors are compact and unobtrusive, so they can be easily integrated into the exhibition stand without compromising the design or functionality. Thanks to their sophisticated design, they can also be installed quickly and easily, guaranteeing smooth and trouble-free commissioning.
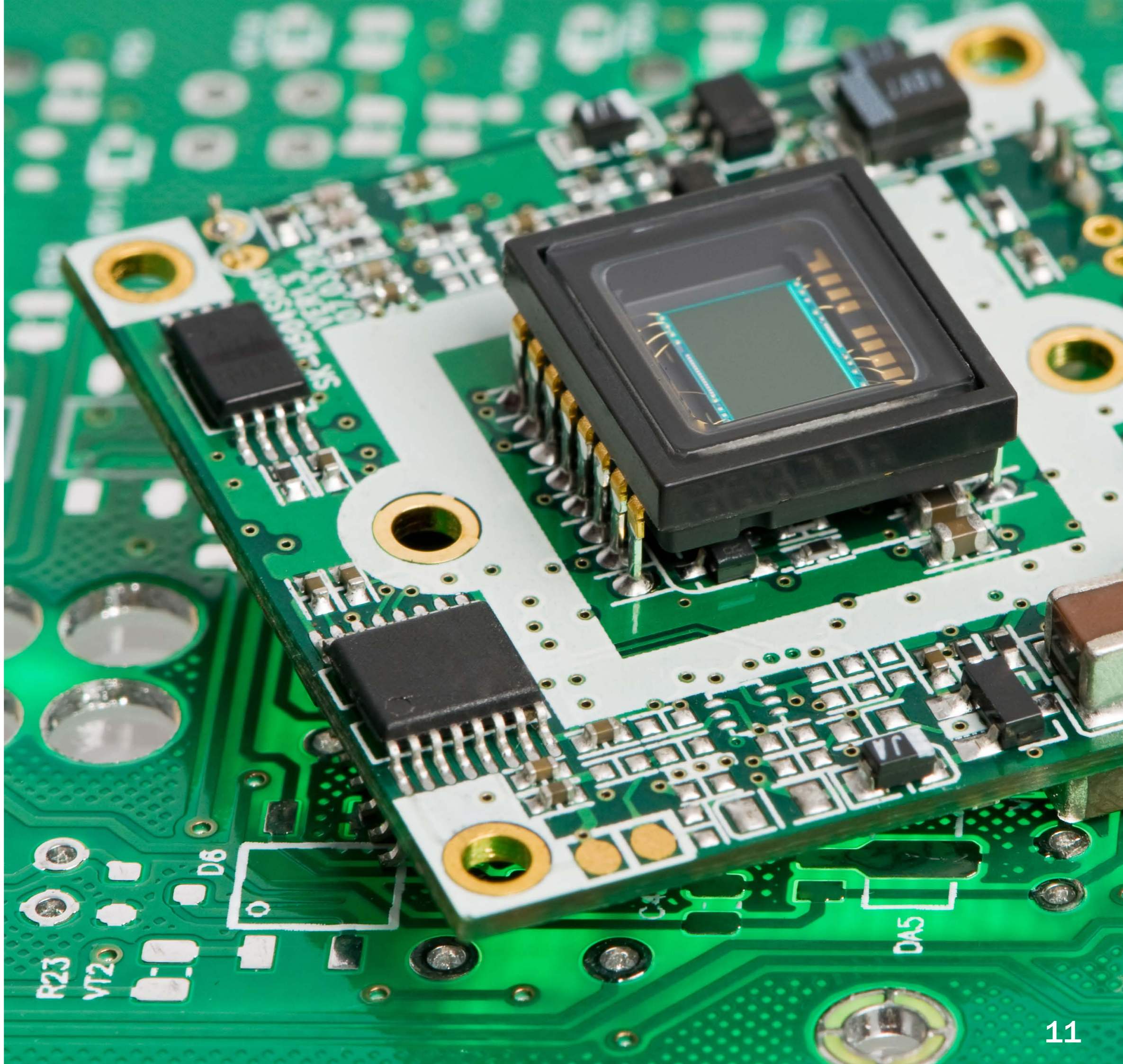
FUNCTIONALITY
of Event-Metrics Pro

Recording visitor movements through triangulation

Using state-of-the-art triangulation technology, the system precisely covers the routes taken by visitors. This provides a clear overview of movement patterns and frequently frequented zones.

Zone-based cluster analysis

Thanks to the option of using multiple sensors in different zones, specific areas of your exhibition stand can be analysed in detail. This gives you in-depth insights into visitor frequency and interaction in each cluster.
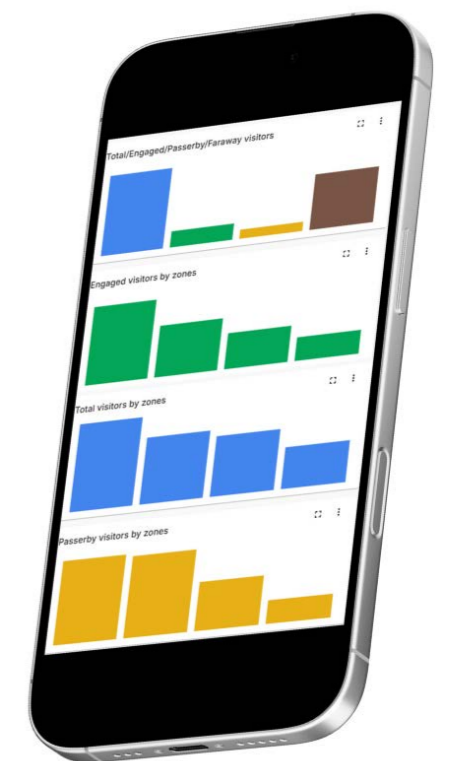
Flexible connectivity and precise
Data acquisition with Pro sensors

Flexible connectivity and precise data acquisition with Pro sensors:

- Simple connection and power supply: Our Pro sensors can be easily connected to your network via SIM card or Ethernet - similar to familiar end devices in everyday life. Two options are available for the power supply:
  - Powerbank: Ideal for maximum mobility and flexibility.
  - Power socket: For continuous and reliable operation from a fixed location.

- Optimal placement for precise results: To ensure interference-free data acquisition, the sensors should be installed in as open an area as possible. This minimizes signal interference and maximizes the accuracy of the recorded data.

Safe and efficient data storage

Encrypted offline data storage:
All collected data is stored securely and encrypted offline. This ensures maximum data security and protects sensitive information from unauthorized access.

Seamless integration:
The stored data can be easily integrated into existing systems, simplifying further analysis and evaluation.

Energy-efficient and reliable:
The sensors from Event-Metrics Pro are characterized by their high energy efficiency and reliability. In an eco-stand, for example, they can send data a maximum of twice a day, enabling sustainable use, for example with a power bank. This guarantees long-term and continuous data recording with minimal energy consumption - ideal for environmentally conscious applications.

Real-time data
and
fast evaluation

The data collected by Event-Metrics Pro is measured in real time and is available on the Event-Metrics platform just 5 minutes after collection. This rapid availability allows you to react immediately to visitor trends and make any necessary adjustments during the event to maximize the visitor experience and booth effectiveness.

Optimisation
through
precise analysis

Thanks to the detailed analysis of the collected data, you can make targeted decisions to optimise your exhibition presence. You gain comprehensive insights into the behavior of your visitors, which enables you to improve marketing strategies and stand design in a targeted manner. Whether you want to know more about dwell time, the most popular areas of your stand or general visitor interest, Event-Metrics Pro provides all the data you need to efficiently manage your exhibition activities.

WITH EVENT-METRICS PRO YOU GET VALUABLE INSIGHTS INTO THE VISITOR DATA:

Analysis of the Visitor flow and visitor interactions

- Visitor flow and visitor paths: Track the exact course of visitor movements and find out how visitors move through your stand.
- Behavioral analysis of exhibition visitors: Examine the behavior of visitors around your stand to identify trends and interests.
- Targeted increase in visitor frequency: Increase the frequency in different areas of your stand through data-based analysis and optimisation.

Identification and analysis of visitor types

- Identify important visitors: Find out which visitors are particularly interested.
- Differentiate between new and returning visitors: Analyse the data from new visitors and returning guests to draw valuable conclusions for your event marketing.

Optimisation and success control

- Total number of visitors: Get a precise overview of the total number of visitors to your stand.
- Optimisation of your exhibition concept: Use the data obtained to adapt your exhibition concept in a targeted manner and optimise your visitor approach.
- Evaluate the success of your communication measures: Evaluate the success of your live communication strategies using clearly defined KPIs (key performance indicators).

Data-based decision-making: Make informed decisions to maximize the efficiency of your exhibition planning and make the best use of your resources. With accurate and fast data collection, Event-Metrics Pro provides the foundation for data-driven, successful trade show planning and execution. Optimise your exhibition presence with tailor-made, well-founded insights!

DSGVO-COMPLIANT

Data capture and secure storage with Event-Metrics Pro:

Event-Metrics Pro ensures fully GDPR-compliant data collection and storage. The use of an innovative fingerprinting process ensures that visitor data is collected accurately without relying on personal data such as the MAC address. This solution ensures maximum accuracy in the collection of visitor data while complying with applicable data protection requirements.

Advantages of the GDPR-compliant solution

- High precision: visitor data is recorded reliably.
- Data protection compliant: the solution meets all GDPR requirements
- Maximum accuracy: The quality of the results remains at a high level without using personal data.

Secure storage and flexible access:

Via our intuitive Event-Metrics Platform Dashboard, this data can be accessed at any time and from anywhere - without the need for software installation or technical support. The dashboard offers:

- Customizable reports: Create customized analyses that are tailored to your specific requirements.
- Online availability: Access your data flexibly and keep track of your visitor statistics at all times.
- Maximum data security and efficiency: With Event-Metrics Pro, you combine state-of-the-art tracking technology, secure data storage and flexible data access to effectively analyse your exhibition and event data. The highest data protection standards are adhered to so that you can concentrate fully on optimizing your exhibition presence.

BRAND AWARENESS
measurement with Event-Metrics Pro

Event-Metrics Pro offers you comprehensive analysis tools for recording visitor behavior at and around your exhibition stand. Similar to Google Analytics for websites, Event-Metrics Pro provides valuable data to help you evaluate your brand presence and the success of your exhibition activities.

Important KPIs for measuring of brand awareness:

With Event-Metrics Pro, you can monitor various key performance indicators (KPIs) that give you a clear picture of the reach and perception of your brand at the exhibition. The most important KPIs include:

- Number of exhibition and stand visitors
- Percentage of returning visitors
- Number of important visitors
- Visitor flow and routes at the stand
- Interactive graphics and detailed data analysis

Exportable performance data for presentations:

The performance data collected by Event-Metrics Pro can be conveniently downloaded as charts or Excel spreadsheets. This allows you to easily integrate the data into your presentations and present your exhibition results effectively.

Fun Fact:

Real-time data analysis can increase interaction at a stand by 25 % by directly showing where adjustments are needed.

Live-Communication
make measurable like online marketing with Event-Metrics Pro

E vent-Metrics Pro makes your live communication strategy measurable and transparent. The data collected provides you with a sound basis for making decisions in order to adjust your strategic orientation and make your exhibition presence even more successful. Within just 5 minutes, you can view the results on the Event-Metrics platform and optimise your strategy for the exhibition stand accordingly.

Answer insightful questions flexibly and based on data:

Thanks to the powerful analysis functions of Event-Metrics Pro, you can answer important questions about your exhibition presence on the basis of concrete data. Here are some of the key questions that you can answer quickly and flexibly with Event-Metrics Pro:

- Was the stand concept accepted?
- Was the on-site campaign successful?
- When is the stand most frequented?
- How high is the proportion of returning visitors?
- Who are the most important visitors?
- What is the flow of visitors to the stand?
- Which is the most frequented zone at your stand?

The ability to analyse this information in real time makes it easy to immediately adjust your strategy to maximize the effectiveness of your exhibition participation.

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