



quickmobile

# MEASURING YOUR EVENT'S IMPACT

**USING MOBILE APP ANALYTICS  
TO HELP QUANTIFY SUCCESS**

# INTRODUCTION

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A recent report from Forrester Research stated that conferences, trade shows, partner meetings and other events typically consume as much as [14% of most B2B marketing budgets](#). The report refers to the 'love-hate relationship' that often surrounds corporate events: the pursuit of that precious face-to-face experience, married to the struggle with justifying the expense.

The reality is that despite massive budget allocation, most organizations are at pains to quantify the real value of many meetings and events to the business – because most events lack anything beyond the most fundamental statistics to help make the case. You may be able to show that registration was up 10% over last year or that you had a 15% increase in exhibitors, or maybe you received a 4.5/5 rating from exit surveys (completed by roughly 2% of your attendees), but going any deeper requires a Herculean effort well beyond the means of most event organizers.

That is, unless you have a mobile event app.

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## PROVING SUCCESS

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Big data is no longer a buzzword, but a mantra that organizations around the world are adopting at warp speed. In fact, the [Deloitte 2015 Analytics Trends report](#) states that “analytics momentum continues to grow, moving squarely into the mainstream of business decision-making worldwide. Put simply, analytics is becoming both the air that we breathe – and the ocean in which we swim.”

“ Analytics is becoming both the air that we breath  
– and the ocean in which we swim ”

By their very nature as digital solutions, mobile apps generate reams of invaluable data points on attendee behavior and event effectiveness. Every ‘tap of the app’ is hard evidence, be it overt as in a survey response, or implied as in an inferred assessment based on app activity.

Said [Brian Blau](#), research director at Gartner, “...users are constantly funneling data through mobile apps. As users continue to adopt and interact with apps, it is their data – what they say, what they do, where they go – that is transforming the app interaction paradigm.”

A good event app will generate a deep and rich record of virtually every aspect of your attendees’ behavior. Whether through a live poll, schedule personalization, or social media activity, mobile technology paints a very thorough picture of what kind of engagement went on during your event and what kind of return it delivered to your bottom line.

# THE MEETING APP DATA SPECTRUM

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The wealth of data contained within a mobile app can help quantify the rich interactions between event stakeholders – organizers, attendees, speakers, exhibitors, and sponsors. This data exists along a spectrum, from basic technical to behavioral to rich contextual.



**Level 1.** Think of technical data as your “starter” data. It comprises basic performance indicators for your app, providing an indication of its popularity and usage, but revealing little about your event’s success. With these data points, you can answer the fundamental question: Did they notice?

## Technical data helps you answer the question: ‘Who is doing what at the event?’

With decent numbers – which vary by event type and audience demographics – you can turn to your event owner and say, “80% of attendees downloaded the app and all together there were more than 1 million page views. This indicates strong usage and means the app was a success.”

Technical data cannot help you measure the impact of your event, or the achievements of stated event objectives, but it does indicate whether or not your attendees found the app helpful. The table below summarizes the insights revealed through technical data.

## INSIGHTS REVEALED BY TECHNICAL DATA:

| INSIGHT                               | DETAILS   | EVIDENCE  |
|---------------------------------------|---|---|
| <p><b>Marketing Effectiveness</b></p> | <p>Use your app's technical data to evaluate the effectiveness of promotional activities, and whether or not people are actually using it.</p>  | <ul style="list-style-type: none"> <li>• Number and timing of app downloads</li> <li>• Activations by device and platform, including multiple devices per user</li> </ul> |
| <p><b>Event Cadence</b></p>           | <p>Depending on the nature of your event, you might regularly see people walking the halls and assume everything is going well. Then again, that could indicate that something is going completely wrong.</p> | <ul style="list-style-type: none"> <li>• Up-to-the-minute usage patterns</li> <li>• Total page views</li> <li>• Time spent in the app</li> </ul>                          |

As demonstrated here, technical data offers only limited insights into event success. To answer the tougher questions about achieving objectives or measuring return on event investment, you need to dig deeper, starting with behavioral data.



**Level 2.** Whereas technical data relates to your app, behavioral data relates more closely to your attendees. It provides tangible evidence of engagement, influence, and opinion. It helps evaluate the app's influence on attendees, and serves as a proxy for overall event performance. We can assess the app's utility, and we can start to see how it contributed toward the achievement of event objectives.

## Technical data helps you answer the question: 'Did they notice we had an app?'

Examples of behavioral data include:

- Rankings of the most influential, active people at your event
- What people think of the sessions, the speakers, or anything else that you want to ask or infer based on their comments

This more sophisticated level of data helps assess achievement of event and stakeholder objectives. The scope and depth of this data far outweighs any other type of event data you could hope to gather by other means. Put simply, there is no better proxy of attendee behavior than the event app. The table below summarizes the insights revealed through behavioral data.

## INSIGHTS REVEALED BY BEHAVIORAL DATA:

| INSIGHT                       | DETAILS  | EVIDENCE   |
|-------------------------------|--|--|
| <b>Attendee Interests</b>     | <p>Knowing what interests your audience will help you better understand their preferences as you follow up and plan for the next event.</p>  | <ul style="list-style-type: none"> <li>• Page view details (which pages, viewed by whom and when)</li> <li>• Most popular speakers and sessions</li> <li>• Documents viewed, saved and shared</li> <li>• Personalization details (schedules, notes, attendee and/or exhibitor lists, etc.)</li> </ul>            |
| <b>Guidance Needed</b>        | <p>Discovering how much guidance your attendees need is helpful in developing your strategy for your next event.</p>   | <ul style="list-style-type: none"> <li>• Usage frequency of information sections, maps, city guide, travel tools</li> <li>• Number of in-app support requests</li> </ul>   |
| <b>Audience Participation</b> | <p>Many events require attendees to play an active role, whether during sessions or through other feedback means. A mobile app provides real-time insight into attendee participation.</p> | <ul style="list-style-type: none"> <li>• Conversations on live message boards</li> <li>• Participation in surveys and live polls</li> <li>• Asking questions to speakers and presenters</li> <li>• Comments on the in-app message board</li> <li>• Photos shared</li> <li>• In-app game participation</li> </ul> |
| <b>Networking Activity</b>    | <p>If building and nurturing relationships is an important event objective, behavioral data can expose how much is taking place by revealing key metrics.</p>                              | <ul style="list-style-type: none"> <li>• Volume of attendee-to-attendee messaging</li> <li>• Number of 1-on-1 meetings booked</li> <li>• Number of contacts exchanged</li> <li>• Twitter, LinkedIn and Facebook activity</li> </ul>  |

## INSIGHTS REVEALED BY BEHAVIORAL DATA (CONTINUED):

| INSIGHT                     | DETAILS  | EVIDENCE  |
|-----------------------------|--|---|
| <b>Impact of Incentives</b> | Most event apps give you a number of ways to create incentives that encourage attendees to participate. The best ones make it easy to assess their impact. | <ul style="list-style-type: none"> <li>• Participation in an app game</li> <li>• Response to push notifications</li> <li>• Survey response rates (where incented)</li> </ul>  |
| <b>Sponsorship ROI</b>      | Your event sponsors, exhibitors and advertisers will want to come back when you show them definitive data about the return on their investment.            | <ul style="list-style-type: none"> <li>• Banner ad impressions and clicks</li> <li>• Response to push notifications</li> <li>• Sponsor or exhibitor page views</li> <li>• Exhibitors added to personal exhibitor list</li> <li>• Exhibitor collateral downloads</li> <li>• Exhibitor check-ins</li> </ul> |

Learning from and adapting to new information is an essential survival skill. The behavioral data examples listed above make continuous improvement possible, both on the fly during a meeting or event and as planning takes shape for the future. No other source of information is as comprehensive or as actionable. Behavioral data will help you:

- Determine if you need to adapt your marketing and promotional efforts before or during your event to encourage further engagement
- Evaluate every session, speaker and social event to understand what works, and what doesn't
- Solicit timely feedback about your meeting or event through overt surveys or by monitoring comments



**Level 3.** With both access to technical and behavioral data, you will have everything you need to measure the impact of your app and of your event. But in order to truly measure how the event impacts your *business*, you will need to include data from other external sources such as Customer Relationship Management (CRM) or Learning Management systems (LMS). Aggregating app data with data from these other sources will paint a complete picture, be it of a customer journey from prospect to client, or of an employee journey from on-boarding to President's Club.

## Aggregate data reveals how an event impacts the business

Let's use an example to illustrate the insights and value of Aggregate Data. Imagine using data from the app for your retail sales conference. The app will show you that a particular attendee sat in on every e-commerce session you offered. Combine this information with data from your LMS, which shows that the same employee earned the highest scores in her territory on the online e-commerce training modules. Thanks to the combined data, you recognize that you have a really motivated and skilled e-commerce manager in your midst that may be deserving of a promotion, key position on your e-commerce strategy team, or other reward.

Using a user conference as another example, data on exhibitor booth page views and check-ins can be cross-referenced with sales data from the CRM system to indicate potential sales opportunities, or even point to accounts at risk (using the absence of app data as a negative indicator).

In the same environment, a gamified app will identify the most loyal and enthusiastic customers, some expected and others unexpected. The app can also point out who is skipping the required training sessions, the names from which can then be cross-referenced with the support ticket management system to identify clients who should be encouraged to undergo training, or discretely 'unsubscribed' because they are a net drain on the business.

**With a clear sense of what needs to be measured and a detailed map of the relevant data, connecting the dots between event behavior and company impact is achievable at last.**

Generating these more holistic attendee views will take a bit of planning. Complexity will vary depending on the organization's ability to warehouse and access data from diverse systems. App data is relatively simple in this regard, typically exportable in CSV or spreadsheet format for easy manipulation. With a clear sense of what needs to be measured and a detailed map of the relevant data, connecting the dots between event behavior and company impact is achievable at last.

## CONCLUSION

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As the enterprise embraces mobile, meetings and events will shift in two fundamental ways: The first is that nearly every gathering of every shape and size will have an app; and the second shift – a direct result of the first – is that event organizers will finally have access to all the evidence they need to understand precisely what impact the event had on attendees, and whether or not stated objectives were achieved. That's because the digital nature of mobile event apps means that they can capture a wealth of data points that reveal details on engagement, networking, knowledge retention, communication, and a great deal more. Whatever the reason for the meeting or event, there is a range of data that will attest to its success, from basic app adoption to session relevance to a more holistic view that incorporates data from other business systems.

Thanks to their maturity and sophistication, mobile event apps hold the key to answering the inevitable question: was this event worthwhile?

# QuickMobile is the **global leader** in mobile event apps

Ready for an awesome mobile event app for your next conference or meeting?  
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