

# The only event marketing dashboard you need!

Make every event a success with the right tool for the job. Instantly view metrics on attendance goals, demographics, and set up campaigns and adjust your marketing messaging on the fly.

**Event Track is your event marketing success tool!**



### Stay in the Know

Current information for important marketing decisions with weekly registration and essential event metrics.



### Equal Opportunity

Provides marketing insights on the fly no matter your event format - Virtual, Hybrid or Live.



### Goal Keeper

Easily understand your registration pacing and where you are on goal to hit your target attendance numbers. You can even pace a key KPI.



### No Additional Staffing Required

Keep it simple -Event Track provides stopgap marketing direction when you're running at minimal staffing levels.



### Know Your Numbers

Macro-Level custom predictive modeling with forecasted attendance views, along with event KPI's and performance predictions for an improved ROI.



### Trend Alert

Delivers vital attendance dynamics trends by attendee behavior and history.



### Geographic Intelligence

Know your geographic hotspots and where your dead zones exist, including event location proximity performance.

### WHEN YOU WANT MORE: EVENT TRACK PLUS

Track by channel, campaign, and key segments. Your marketing toolbox provides even greater insight with Event Track Plus.

### STAY RELEVANT WITH DATA HQ

Gain valuable insights to build relevant and timely campaigns using micro-segmented data. Utilize enhanced data with title level and functional area plus attendance history at individual and organizational location.



### Demographic Check Up

Performance matters on your segments, registration codes, and demographics. Event Track monitors all registrations and tracks your significant demographics overtime and forecasts for your current event.



### Post Event Insights in Seconds

Event Track delivers significant advantages on post event analysis. As soon as your event is complete, you have instant key metrics ready for your post show review.



### Keeping Tech Simple

No Special software or hardware is required. Log into your dashboard and have access to all your event marketing data organized and ready for your review. All in a user-friendly data-driven online environment.