



event. TRACK

POWERING RESULTS

INFORMED DECISIONS drive event attendance

The Event Track online marketing dashboard is here to power real-time, data-driven marketing decisions. Access all the information you need to project attendance and create forecasts based on your custom KPIs. The program also includes access to Data HQ, which empowers you to create rapid response campaigns based on current trends in your Event Track online dashboard. Designed by a team with more than 75 years of event marketing and analytical experience, Event Track provides marketers with a robust tool that allows you to make informed decisions to drive attendance.

▲ EVENT TRACK

Included in the platform is access to the Executive Summary, Registration Pacing Tracker, Geographic Tracker, Demographic Tracker, Attendee Dynamics Tracker, and Data HQ, as well as weekly consultations with Event Track experts to ensure you are able to put this information into context and make it work for you.

▲ DATA HQ

This online database is user-friendly and allows you to select data to create custom campaigns guided by Event Track results and predictive analytics. Segment by channel, registration status, custom micro-segments, geography, attendance behavior, title, function, and all demographics. Your data has never been easier to manage or more effectively segmented.

▲ EVENT TRACK PLUS (Real-Time Marketing Attribution)

All the benefits of Event Track, plus the ability to track real-time effectiveness of your campaigns with Channel Tracker, Campaign Tracker, and Segment Tracker. Know right away what's working and what needs to be adjusted so you can leverage the channels driving results.

▲ SPECIAL EVENT & EDUCATION TRACKER

As an additional add-on, the Special Event Track Enhanced View also tracks revenue and registration of events and education programs, providing detailed information about these key event components.

Event Track is a powerful, user-friendly tool that allows your team to measure results in real time and adjust your marketing efforts immediately to maximize performance and productivity.

**READY TO HAVE
EVENT TRACK
WORK FOR YOU?**

To learn more
please call Steve Juedes at
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