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White Paper

The Three Levels of Data Analysis & Usage for Organizers

So Much Data – So Little Usage!

It wasn't more than a few short years ago that B2B marketers were in search of good data to use for marketing, and specifically in direct marketing campaigns. Jump forward to today and the data situation has dramatically changed, as marketers are overwhelmed with data due to many new data files coming from new providers and digital sources. **The quandary now faced is, how do I use all this data to improve our marketing results?** A completely new problem!

This overall industry quandary also applies to trade show and event organizers, but fortunately, organizers have one significant leg-up on other B2B marketers – **a large amount of dynamic behavioral data found in registration and attendee files vs. static data on individuals.** When analyzing the value of B2B data on individuals, behavioral data trumps demographic data every time. Knowing what people do is far better than knowing who they are! When this dynamic data is combined with demographic data, the combination becomes extremely insightful. Yet, organizers often do not take full advantage of this combination data “gold mine”.

The question for organizers is - how do we use our data to improve marketing results and/or efficiency?

To help you in answering this question we offer our perspective of **The 3 Levels of Data Analysis & Usage for Organizers.** They are:

1. **Core – What happened?**
2. **Insights – Why did it happen?**
3. **Usage – How to use this data and insights?**

You may think that these three levels are an oversimplification of a today's complex data environment and maybe it is but all too often, we lose track of the most productive usage of data when we chase the latest digital, social trend or hot topics such as Artificial Intelligence.



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Core – What Happened?

Registration and verified attendee data is at the heart of trade show marketing data, and we all know that. **The capture and basic analysis of registration data is part of all organizers' core database.** This usually is compiled in cooperation with show management firms such as GLS, Freeman, Fern and others. Key to this data analysis is what has been collected upon registration and subsequent attendance. The attendee demographics and firmographics are required on the registration form along with any other fields such as buying authority or industry specific questions. **The core analysis revolves around these fields,** and reveals insights on both trade show registration and attendance. This “point in time” data is valuable in understanding “how we did”. The current usage of this data is primarily for reporting results to management, post-show conversations with exhibitors and promotional literature for next year's show.

In addition to the standard one-year data analysis, there are opportunities to gain much more insight if you combine this one-year registration data with 3-5 years of prior show data.

A more complete understanding of attendee profiles from attendance behavior dynamics that are cross-referenced with relevant demographics is essential for future segmentation and messaging. To improve attendee marketing a deeper understanding of multiple years' attendance and attendee behavior becomes mandatory so that insights gained from multi-year analysis become actionable and lead to significant

improvements in organizer's future marketing campaigns.

Here are **two crucial data analysis packages** and the analysis modules that will produce actionable direction for every organizer (recommend 3 to 5 years of registration data)

1. Event Summary Analysis

This analysis group allow for a better understanding of event attendance dynamics over a number of years, and looks at the details of which organization are sending attendees to your events. It also examines the impact of first time attendees and/or new firms participation attending the show.

If alternating venues are in the show's rotation, it is important to measure this impact so that adjustments are made to improve marketing results. These alternating venue analysis modules will examine any geographical bias, and provide data on how the change in locations impacts show registration and attendance.

Here are 12 of the most requested analysis on registration and attendance data that compose the Event Summary Analysis for one year of show data.

1. Registration and attendee trending with revenue
2. Registration Code Analysis with trending
3. Location Attendance Trending Analysis
4. No Show Attendee Analysis
5. Response Pacing Analysis



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6. Exhibitor Free Pass Analysis
7. Alternating Venue Impact Analysis
8. Education and Special Event Analysis
9. Domestic Geo Analysis by State
10. International Geo Analysis by Country
11. Proximity Analysis
12. Actionable segmentation and marketing data

2. Attendee Profile Analysis

This data analysis group of 10 modules uncovers insights to improve understanding of event attendance dynamics over a number of years and highlights the details of individual attendance dynamics. It focuses on attendee behavior and demographic trending by examining the impact of first time attendees and new firms to the show's success. This analysis set of 10 modules also examines any geographical bias.

1. Multi-Year Attendance Dynamics
2. Attendee Demographics and Cross Demographics Trending
3. New versus Repeat Location and First Time Attendee Analysis
4. Attendee behavior tracker (Loyalists vs. First Timers)
5. Location Attendance Trending Analysis
6. Retention Analysis
7. Domestic Geo Analysis
8. International Geo Analysis
9. Proximity Analysis
10. Actionable segmentation and marketing data.

Some of these modules may need further explanation so just call us for detailed descriptions.

Insights – Why Did It Happen?

It is one thing to know what happened, but even more important to **understand why it happened!** Organizers spend considerable time and money promoting their events with a variety of media and methods, including advertising, digital, social, PR, etc.

Three of the most often used methods to drive registration are the direct marketing tactics of email, mail and telemarketing. Over many years and still today, analysis continually shows that these three communication media remain the most effective for trade show and event organizers.

Our **Multi-Channel 360 Analysis** package shows organizers “why it happened”. While a full description of this 360 Analysis would be far too long for this white paper, here are the names of the individual data modules.

Direct Marketing Multi-Channel 360 Analysis
If you are not, sure which direct marketing campaigns performed best or which list segments are pulling their weight this 360 Analysis package will unveil these insights. It also provides overall intra-channel and multi-channel benchmarks. **The 14 data modules tell the marketer what worked and what didn't!**



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It also will examine the number and type of touches needed to nurture a lead to a registration.

1. Campaign Performance –Direct Mail
2. Campaign Performance –E-mail
3. Campaign Performance –Telemarketing
4. List/Segment Performance - Direct Mail
5. List/Segment Performance – E-mail
6. List/Segment Performance –Telemarketing
7. Direct Mail Core – Examines Segment Performance with each campaign.
8. E-mail Core - Examines Segment Performance with each campaign.
9. Telemarketing Core - Examines Segment Performance with each campaign.
10. Marketing Campaign Impact Analysis Across Programs or Product Lines
11. Summary Touch Pattern Analysis
12. Detailed Touch Pattern Analysis
13. URL/Landing Page Conversion and Tracking Analysis
14. Direct Marketing Multi-Channel Performance Summary

As before, we are available to explain each module and provide some examples of case histories and results showing how they improved marketing and/or reduced costs.

Usage – How to Use Data and Insights

As a preface to this section, in the last five years there has been a significant change in marketing strategies utilized by most marketers, and is called a **“data first”** strategy. This simply means that with all the data now available and the ability to analyze it, the **starting point for marketing plans is to examine the data first with a complete set of relevant analysis packages. Then use the observations and recommendations as actionable data-driven “go-to-market” tactics.** This change in strategy is, of course, dependent on the depth and accuracy of the data. Fortunately, the trade show and event industry sits on deep and accurate registration data, and the **time is right for the organizers to use and rely upon data to develop the yearly marketing strategies and campaigns.**

The **Core** and **Insight** sections above provide the knowledge as to what happened and why. This is a required base of knowledge before sitting down to develop “data first” marketing strategies and tactics for the next event. The next, and most difficult question is – **how do I best use this data and insights to achieve the next event’s goals and objectives?**

Some of the answers lie in each event’s strategic situation and tactical objectives, as is always the case. Once this is considered, the following four questions are the ones most frequently asked of us.



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1. How do we best retain attendees - particularly first year attendees?

Many data insights gained from the Core and Insight analysis packages will help answer this question.

These findings should be used in marketing campaigns to past attendees such as what media(s) drove their registration, when did they register, or how many years have they been attending, etc.

Above all, use data to drive relevancy of message and offer. In today's cluttered communication landscape, fighting through the clutter is job #1 for marketers. It's proven that the higher degree of relevancy the more the engagement and response!

When the data analysis is complete, it's a marketer's job to understand and use this data analysis to develop and implement response generating marketing communications. This is where the data analysis meets the "registration road".

2. What can we do to attract new attendees from the segments exhibitors' value?

The most important goal of organizers is to satisfy their exhibitors, since that is where most of the show's income resides. Exhibitors know their ideal customer profile (ICP) and important market segments. Organizers need to document these "ICP's" and segments, and use the data analysis to align future marketing campaigns to these targets.

To do this, obviously the registration form or other data input needs to ask the appropriate questions of the attendees related to the ICP and market segments. With this data captured, then analysis, segmentation and relevant messaging will result to not only satisfy existing exhibitors, but also attract new ones – a never-ending sales goal.

3. Budgets are tight – how do we optimize our marketing budget?

The holy grail of marketing is to know what results came from every expense. Of course, this is impossible on all marketing expenditures, but we are closer to this dream with the increased usage of data. The Core and Insights data analysis documented what has and has not worked. This allows marketers to leverage what has worked and eliminate what has not that leads to marketing channel spend optimization. As an example, if direct mail is used, then the Non-Responsive Location Protocol can save money by reducing the number of pieces sent into non-responsive locations thus improving overall response rates while at the same time reducing mailing cost.

4. How can data improve the special situations such as seminars, venue changes, and secondary shows that most organizers have in their portfolio?

Most shows have parallel seminars, secondary shows or other events. "If captured, this data analysis will shed light on who attended what



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special event or seminar, and when combined with their registration data provides a holistic view of individual attendee's behavior. This is where some of the new technology comes into play whether it be RFID, iBeacon or an app by Akkroo. If captured, then data analysis will shed light on who attended what similar to what registration data provides. Some examples of this are:

- Educational seminars held in conjunction with the show either with or without a fee for attendance.
- Special events such as sponsored pre or post show gatherings.
- Secondary shows that may be regional

By combining Core and Insight data analysis with these secondary events a more in-depth understanding of attendee behavior is obtainable and will definitely impact future marketing campaigns and improve incremental revenue.

To Sum Up

We are well into the era of “data first” marketing, and it is advancing at an even faster pace now. We do not have to look too far into the consumer market to see how this is dramatically altering advertising and marketing spending. B2B marketers are fast catching up as the amount and accuracy of data combined with data analysis has vastly improved from past years.

Organizers are sitting on one of the most valuable data treasure troves – registration data, but up until recently have sub-optimized its value. This is fast changing, and it will be those trade show and event organizers who **capitalize on data analytics that will win in the marketplace and at the same time increase revenue and profits!**

We obviously believe in this rapid development and stand ready to apply our 27 years of trade show experience for any organizer who wants to lead the pack. Just contact us at www.DirectHitMarketing.com or me at JohnC@DirectHitMarketing.com.

About the Author and Organization:

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John has partnered with Direct Hit Marketing to further the use of data-driven marketing and sales strategies in the trade show and event industry. John is also Founder and President of B2BMarketing.com, a consulting, education and training firm.

He has been on both sides of the trade show equation as an exhibitor and attendee. As an exhibitor John was engaged in show strategy and lead qualification at numerous shows such as Graph Expo, Business Marketing Association Annual and Comdex. As an attendee and speaker John has attended too many shows to mention. He also has lectured on trade show marketing to Graph Expo and ConAg/ConExpo exhibitors, and has also written articles and blogs on trade show marketing.

Direct Hit Marketing

Direct Hit Marketing (DHM) based in Lafayette, CO has been providing data analytics to the trade show industry for 27 years with **its 360 Registration Data Analytics Program™**. This data service starts with the show's registration data and combines it with the targeted mail, email and phone communications used to drive registration, and returns to the organizer up to 35 reports of what worked and what did not. The cost savings in mailings alone typically more than offsets the data analytic fee and provides insight in how to improve future marketing programs.