

Data Tracking for Tradeshow and Event Marketing Content Series

Measuring the Right Data to Grow Your Attendance

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BEAR ANALYTICS

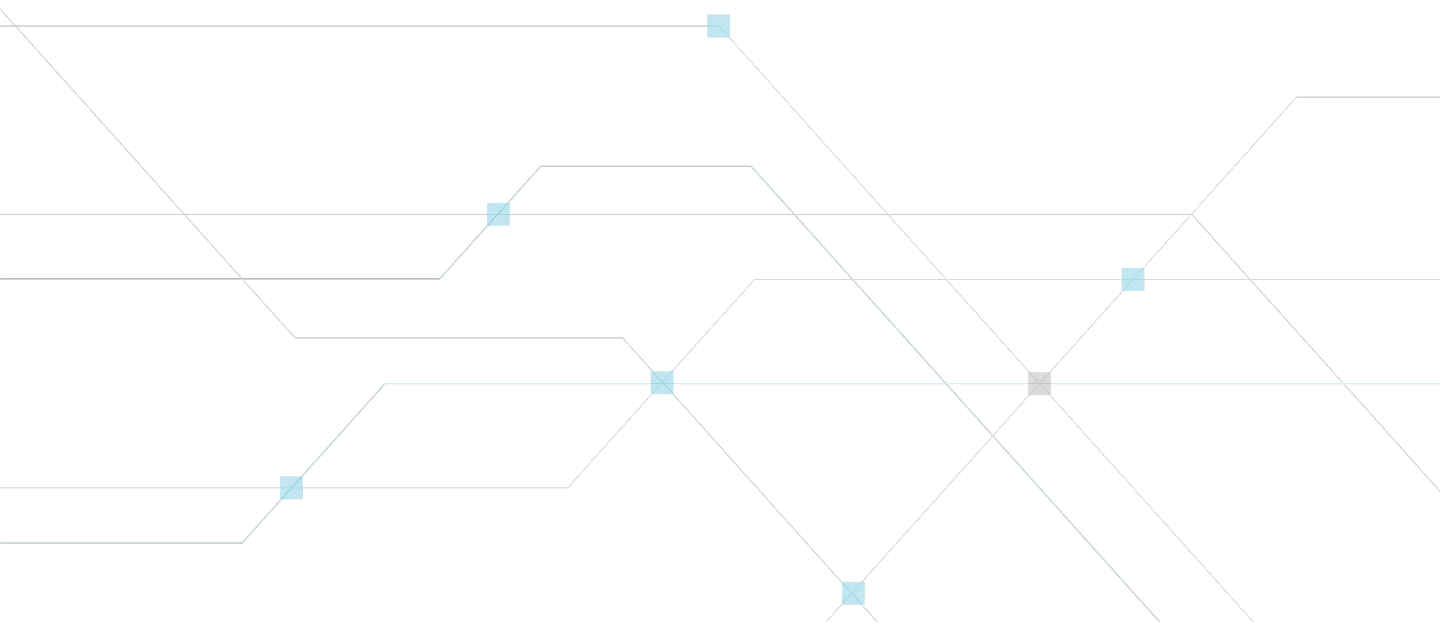
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PART 1

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**“You can have data
without information,
but you cannot have
information without
data.”**

— Daniel Keys Moran

Today’s event marketer is tasked with doing more than ever - that includes acquiring an audience that consists of new attendees, committing later in the cycle, and through new channels.

This white paper will serve to distill down decades of audience acquisition learnings to focus on the metrics that event and trade show marketers need to have front and center.

Some questions to think about when reading this white-paper:

What metrics are you currently using to make marketing decisions?

Are these metrics making an impact?

What are some new metrics you should consider?



Let's dive in and look at the data measurement metrics that should be intentional in your marketing strategy.

This series is designed to be informative, straightforward, and easy to put into action. You will find that you and your team may be utilizing a number of these KPIs currently, some may be aspirational, however this is the metric mix that we have found to strike a balance to increase performance and with little level of effort.

Let's begin part 1 of this data measurement metric journey.





A look at attendance trends with a focus on registration categories and codes.

You need to surface key trends across gross registrations, verified attendees, and no-show rates.

The goal is to understand verified attendee rates and trends, as well as no-show rates by geographic and registration types.

- There may be subsets of verified attendees that will guide new messaging for growth.
- It is easy to see growth or decline in overall attendance.
- It is more difficult to understand the micro trends that are pivotal in defining messaging for real attendance growth.
- Equally important is where do you focus retention messaging.



“Most marketing departments are shocked to discover that more than 60% of their attendees are new for every event.”

CEO
Direct Hit Marketing

Retention dynamics by organization and individual.

This is more difficult to track without some custom code and queries. But it can be done, and it will provide light on what your true retention rate is. Do not be surprised if it is lower than you imagine!

- New attendee rates can be as high as 70%, with alternating venues and within certain vertical markets.
- Retention campaigns that will lower no-show rates, should be part of current tradeshow campaign planning.
- In today's marketing environment, event marketers are likely to see a lower first-timer to sophomore attendee rate due to increased organizational churn..



Organization and Individual attendance dynamics (Loyalists vs. One Timers)

Define and identify your loyalists. We recommend considering an attendee as a loyalist if they have attended 3 of the last 5 events and one out of the last two.



- Identify your core loyalist organizations and individuals is the first step.
- Trending loyalist metrics is an important next step in setting objectives to grow this important attendance segment.
- The third step is to message to this group giving them recognition and special offers and honoring them with a special event at your next tradeshow.
- We have discovered that this core group represents 25% to 35% of the attendees for most events. This is your attendance foundation. Do not give up ground here.

To get started on your data journey, learn more [HERE!](#)





In depth First Timer analysis with trends and retention dynamics.

While we all want to grow the loyalists at our events, first timers are the lifeblood for attendance growth.

- We recommend understanding first timer trends at both the organization and individual level. While it is ok to capture self-reported information, this process should use custom match logic. We have found across many tradeshow that the self-reported first timer rate runs **10 plus percentage points lower** than the data derived first timer rate.
- A number of theories surround this data anomaly. Some theories include that although the individual was new their organization has been sending attendees for years, so they respond as being a repeat attendee. Another is that the first timer does not want to be identified as such and wants to remain “invisible” to that demographic designation.
- Creating a first timer retention messaging campaign, with multiple e-mail touches, cannot be over stressed. Current retention or repeat rates for first time attendees run from 18% to 30% for most organizations. Raising the floor on this metric should be a goal for all tradeshow organizers



Increasing the KPI's Metrics (Key Predictive Indicators) that define success

Defining what those KPI's are is the first step. This will vary for each event but some of the KPI's that are shared in common for many events include:

- ✔ Growing show floor density by X percentage.
- ✔ Increasing those with purchasing authority by Z percentage.
- ✔ Increasing loyalist attendance rates
- ✔ Decreasing no-show rates
- ✔ Increasing senior management attendance
- ✔ Growth in key demographic(s) - such as young executives, key business types, or larger organizations (by number of employees)
- ✔ Increasing the number of groups of 5 or more attendees
- ✔ Building the percentage of the attendees that select education or special events
- ✔ Improving the perceived quality of your show or conference (captured through online or on the floor surveys)
- ✔ Ask Exhibitors or sponsors what is important to them as a consideration in your KPI development

To get started on your data journey, learn more [HERE!](#)



How to Get Started?

Set goals or objectives for your event's KPI's.

Track these KPIs during your tradeshow's event marketing cycle and evaluate your success rate on each with post-show analysis.

More on what event marketing departments should be tracking for success in part two

UNLOCK:

We have designed and tested a "Marketing Channel Influencer" question that should be part of your online registration data.

We highly recommend that this data be collected by your tradeshow and included in your post-show analysis. It is absolutely free just follow-up for a consultation.



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