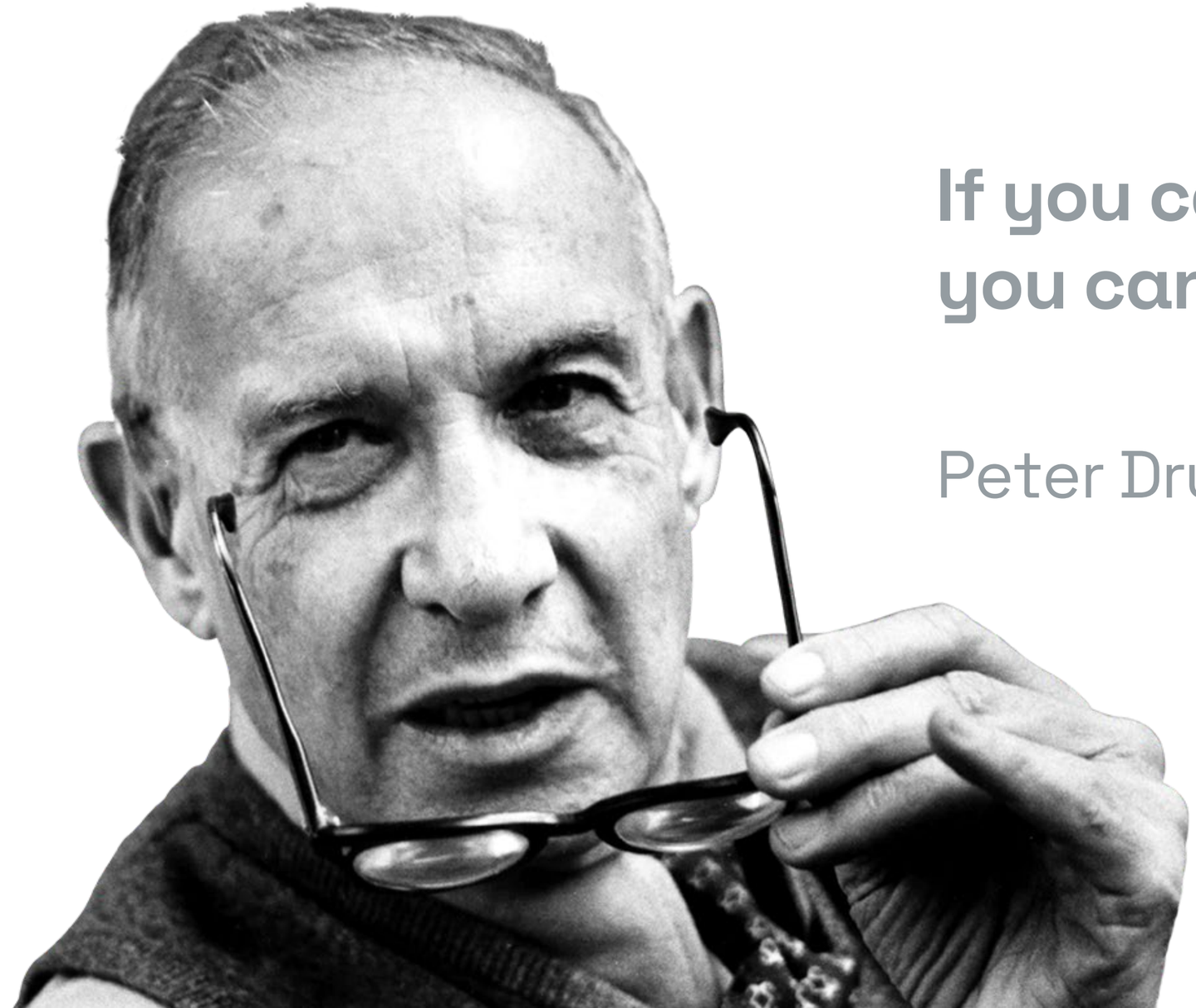
Live Communication vs

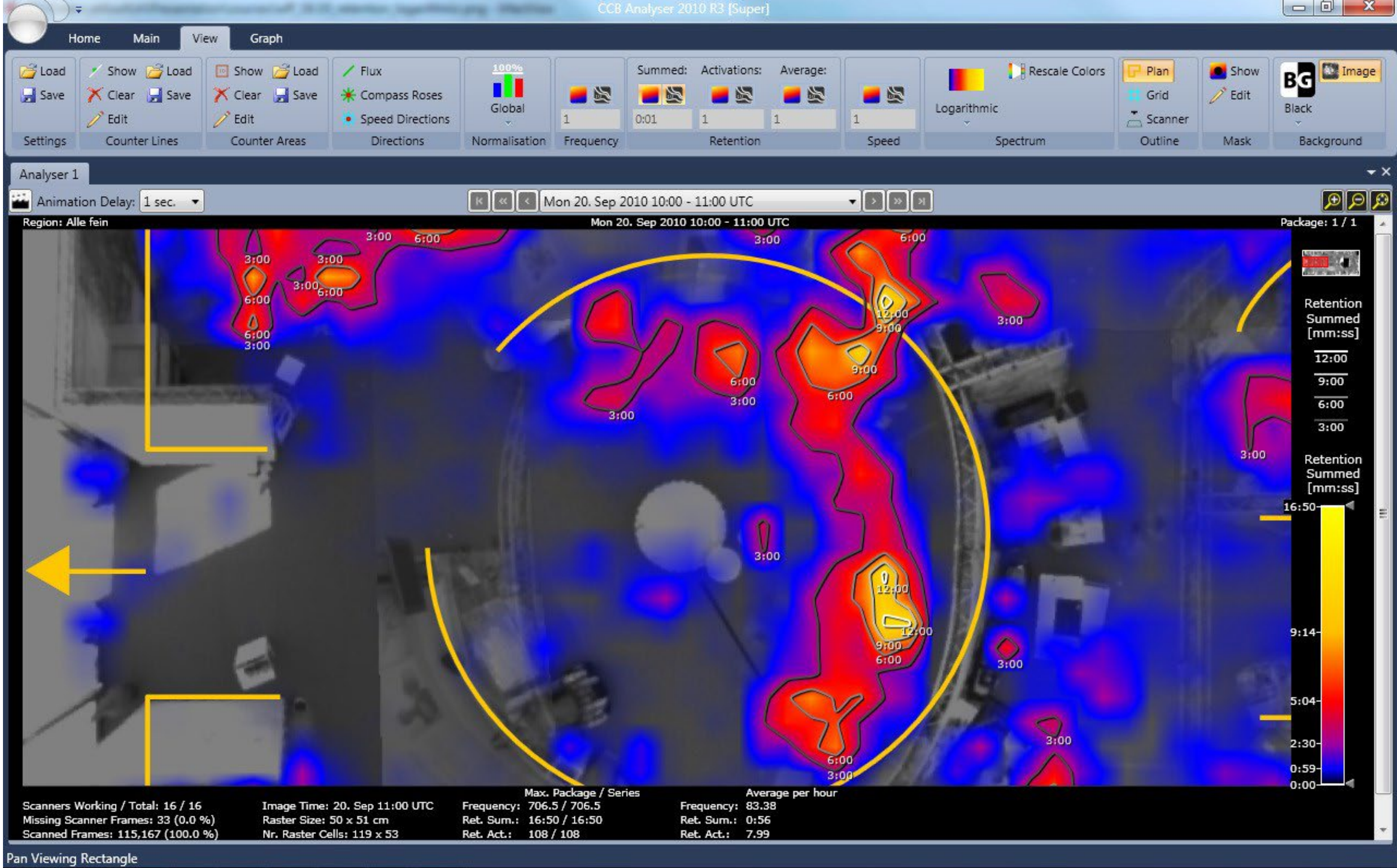
Google Analytics



If you can‘t measure it, you can‘t manage it.

Peter Drucker

Digital Tracking Visitors



RGPD

Available Technologies

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Camera-Tracking

3D-Motion-Tracking

Bluetooth®-Tracking (BT)

WiFi-tracking

Radio Frequency Tracking (RFT)

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KPIs

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Impressions

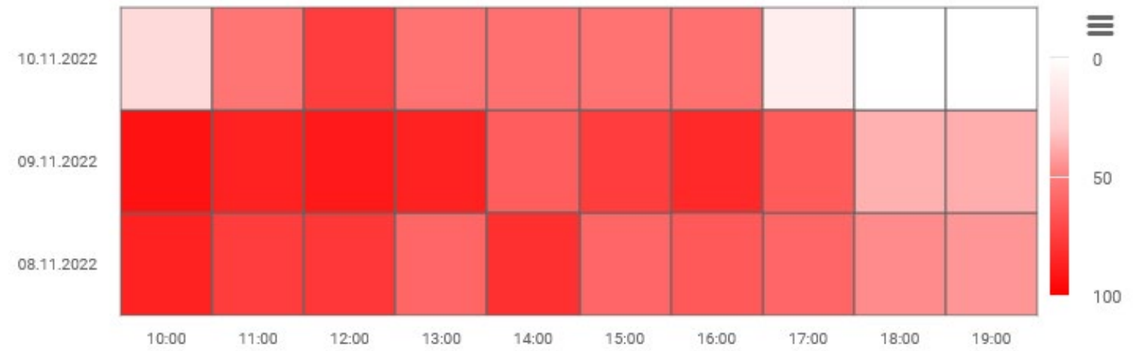
how many visitors have seen the stand?

Messebesucher (Mehrfachmessung)	Standbesucher (Mehrfachmessung)	Messebesucher (Einmalig)	Standbesucher (Einmalig)
5.870	1.761	3.228	1.044

Besucherzeitströme

Uhrzeit	Gesamt	< 5 Minuten	5 - 15 Minuten	>= 15 Minuten	Anteil
10:00	87	11	56	20	38.33
11:00	76	16	44	16	35.35
12:00	78	16	48	14	33.48
13:00	60	6	45	9	27.91
14:00	81	16	45	20	37.16
15:00	60	13	40	7	25.75

Heatmap



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Capture

ratio passengers vs. visitors?

Messebesucher (Mehrfachmessung)	Standbesucher (Mehrfachmessung)	Messebesucher (Einmalig)	Standbesucher (Einmalig)
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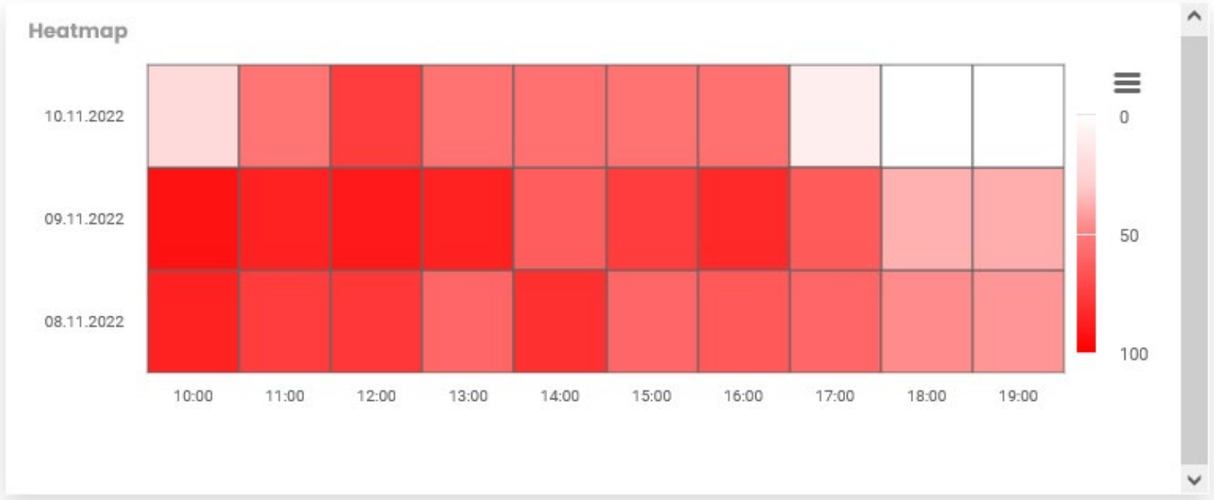

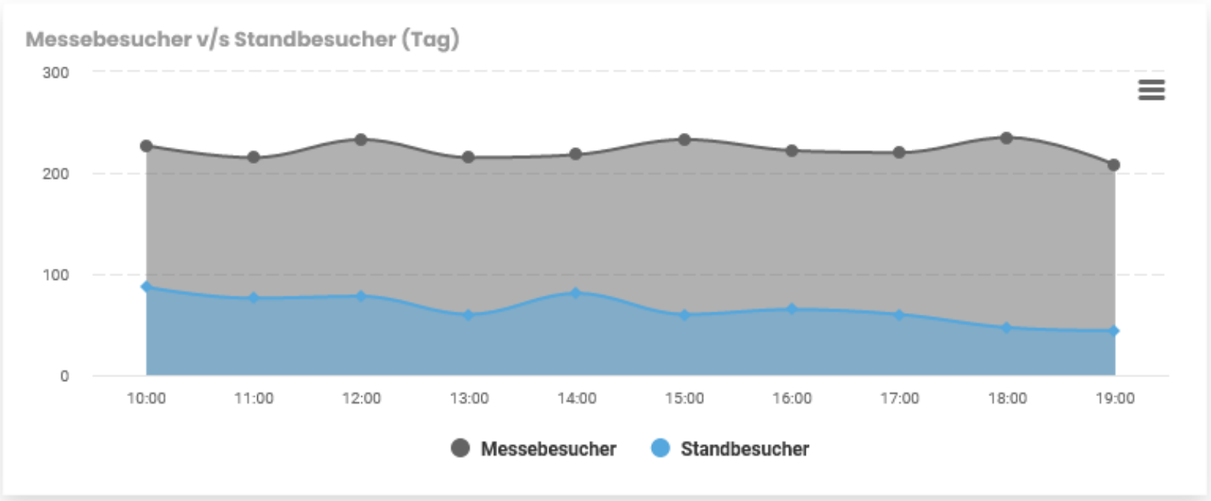

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Frequency

number of visitors?

Tägliche Auswertung

Tag auswählen

Messebesucher (Mehrfachmessung)	Standbesucher (Mehrfachmessung)	Messebesucher (Einmalig)	Standbesucher (Einmalig)
2.226	658	1.215	399

Besucherzeitströme

Uhrzeit	Gesamt	< 5 Minuten	5 - 15 Minuten	>= 15 Minuten	Anteil
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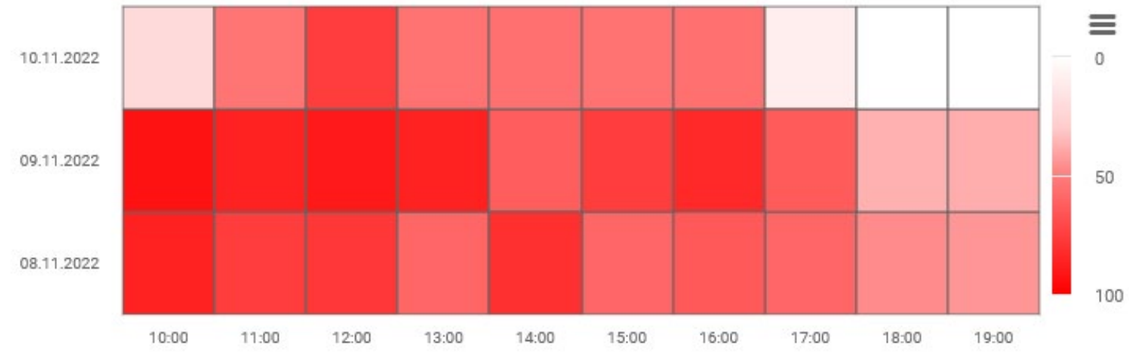
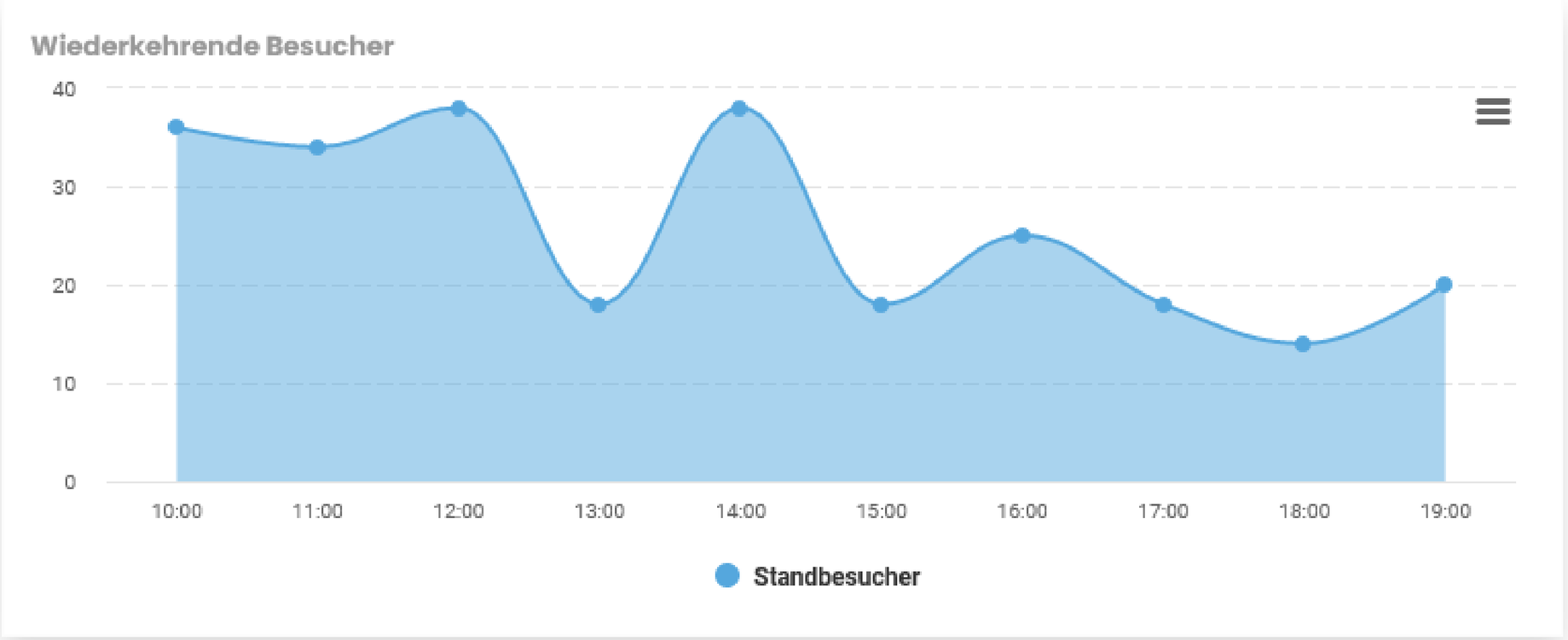


Recurrence

when and how often do visitors return?



Recurrence

when and how often do visitors return?

Messebesucher (Einmalig)	Standbesucher (Einmalig)
1.215	399

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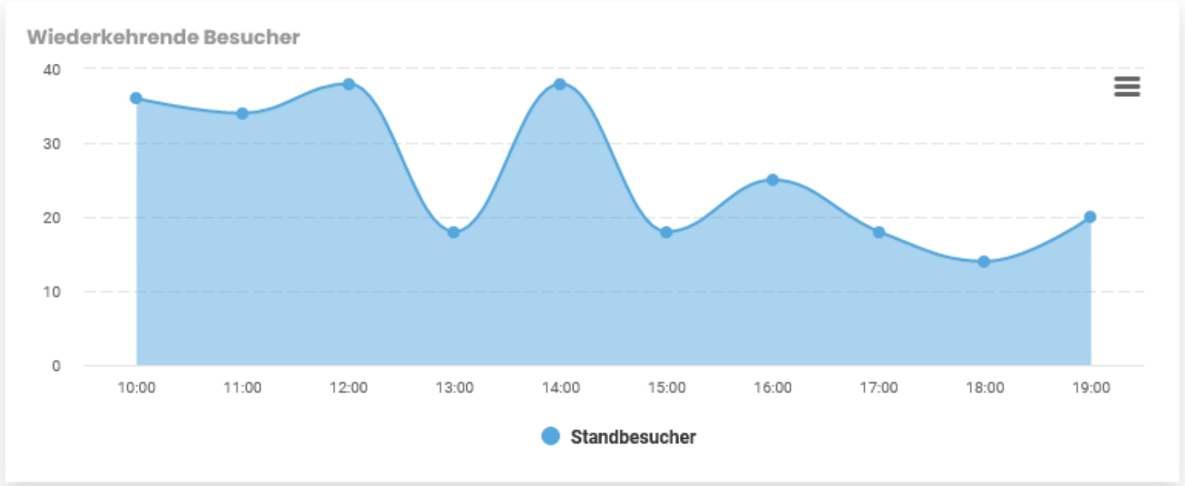
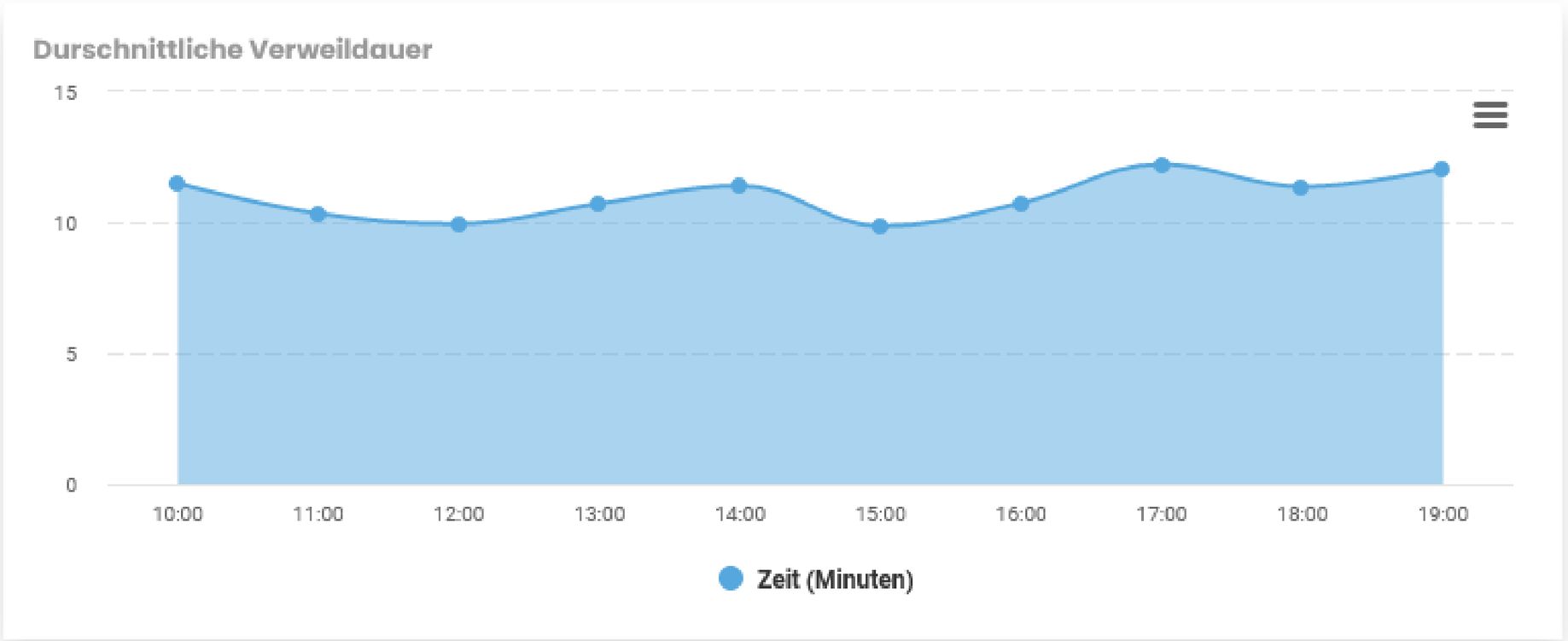


Dwell time

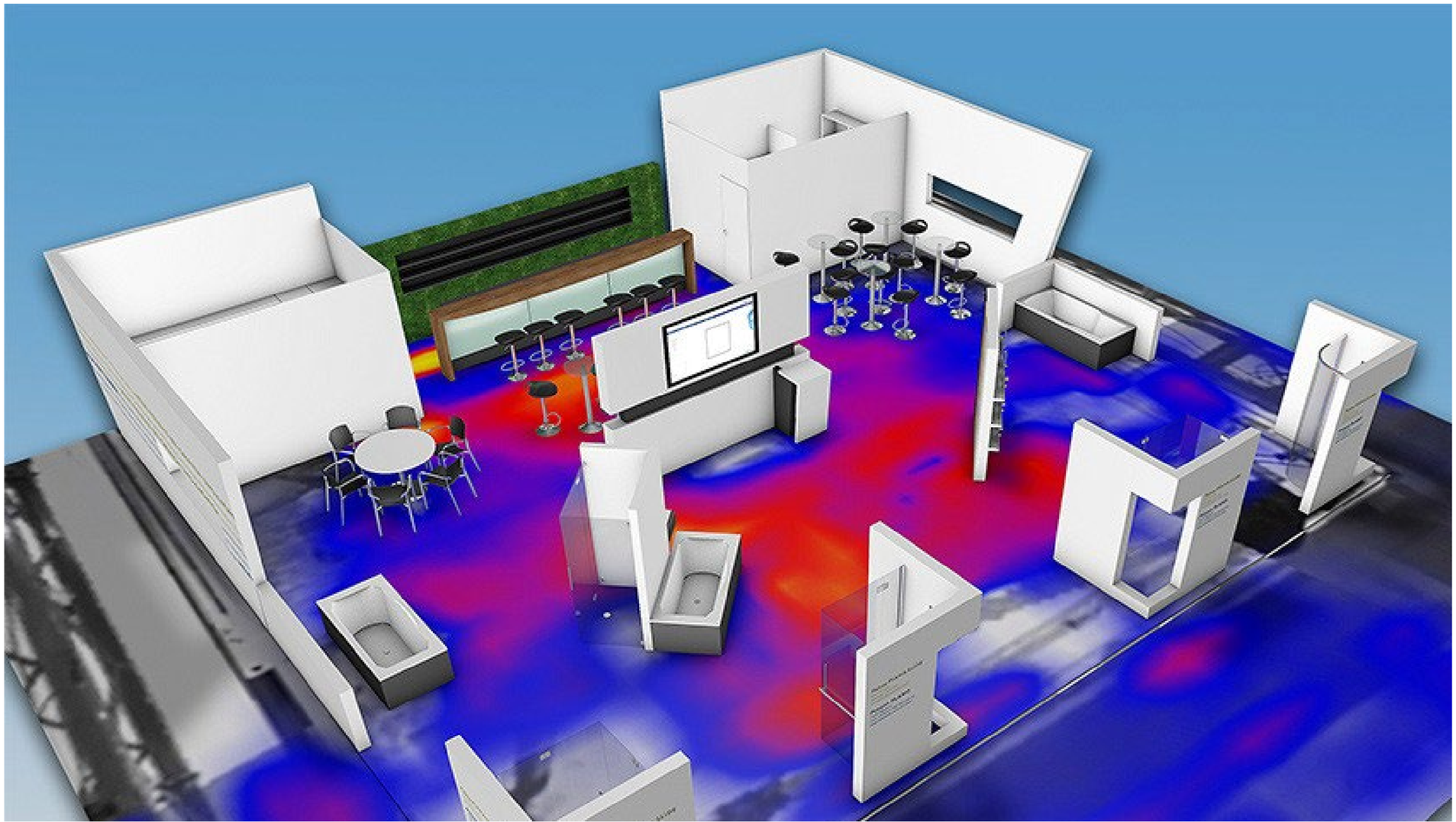
how long do visitors stay in which area?



PoIs

Points of Interest

Which exhibits induce most attraction?



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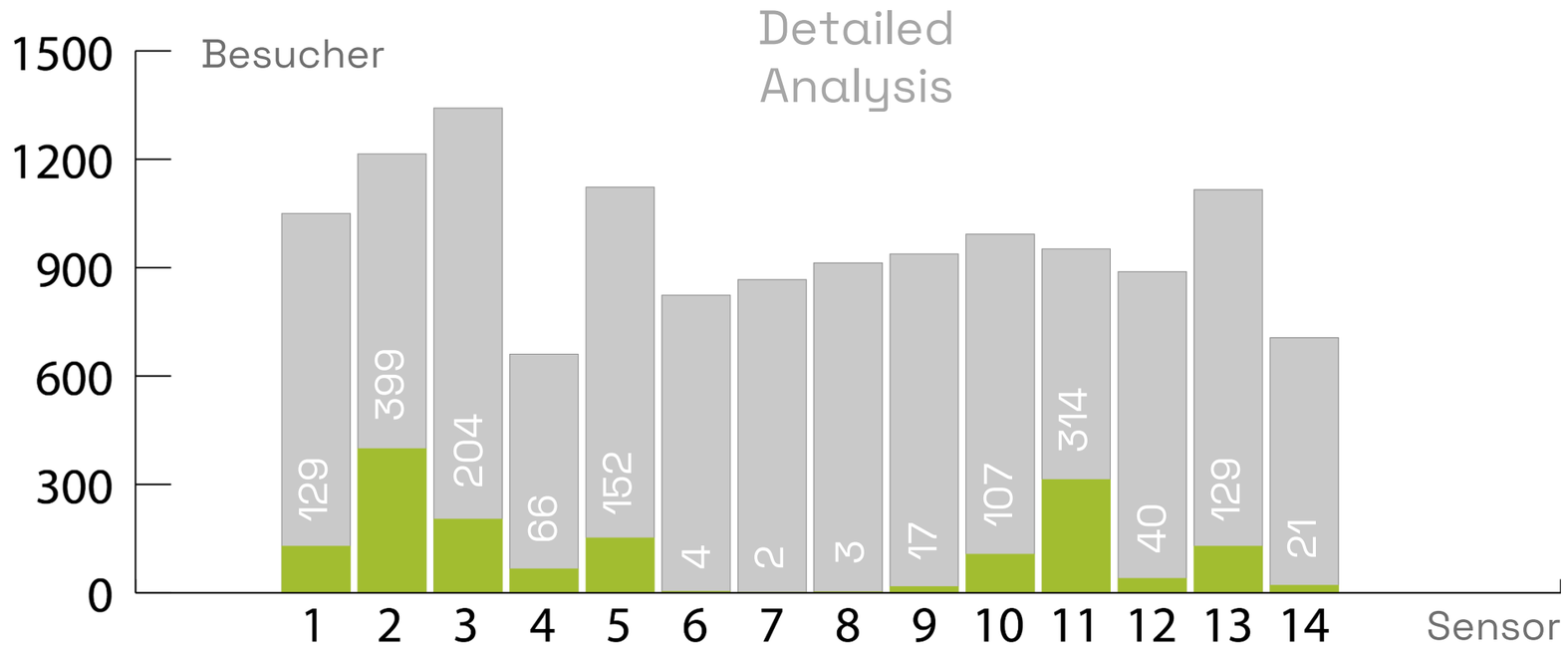
PoIs

Points of Interest

Which exhibits induce most attraction?



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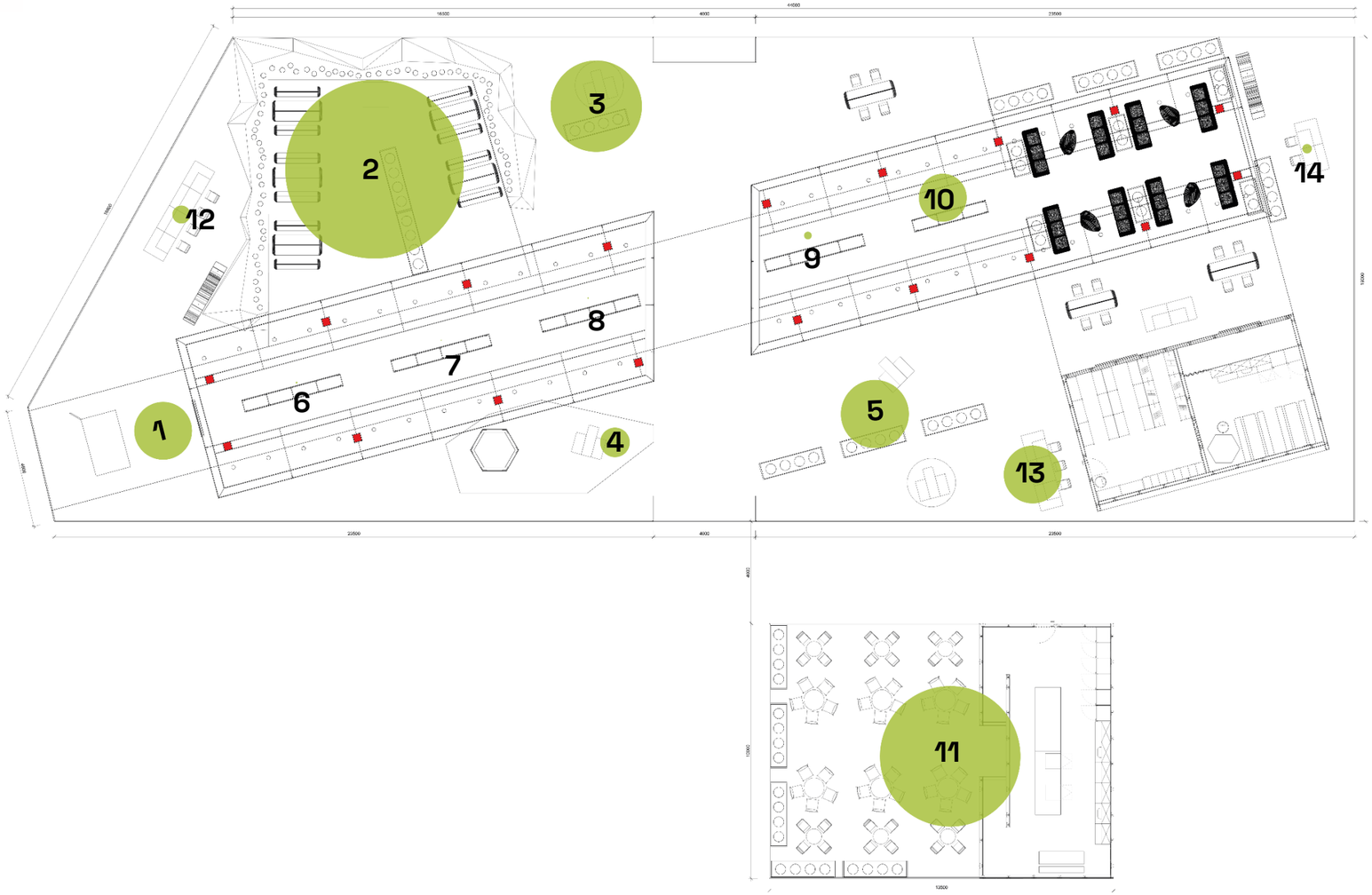
Identification der Pols

Points of Interest

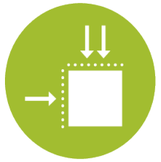
Which exhibits induce most attraction?



Live Communication vs

Google Analytics

KPIs



Impressions

✓ how many visitors have seen the stand?

Recurrence

✓ when and how often do visitors return?

Capture

✓ ratio passengers vs. visitors?

Dwell time

✓ how long do visitors stay?

Frequency

✓ number of visitors?

Pols

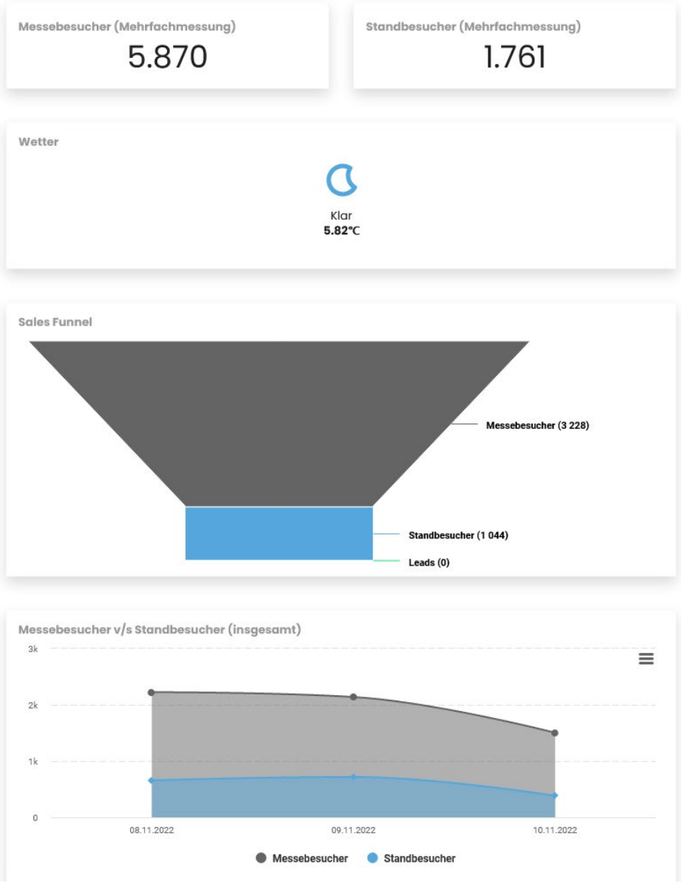
✓ which exhibits are in the focus of interest?

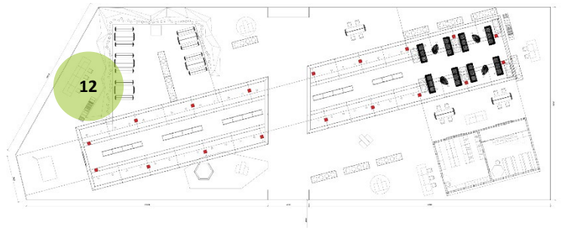
Overview
Hardware & Software
Data
Analysis
Optimisation
Range of Services

Drawdown: Optimisation

Conversion rate: number of visitors vs number of

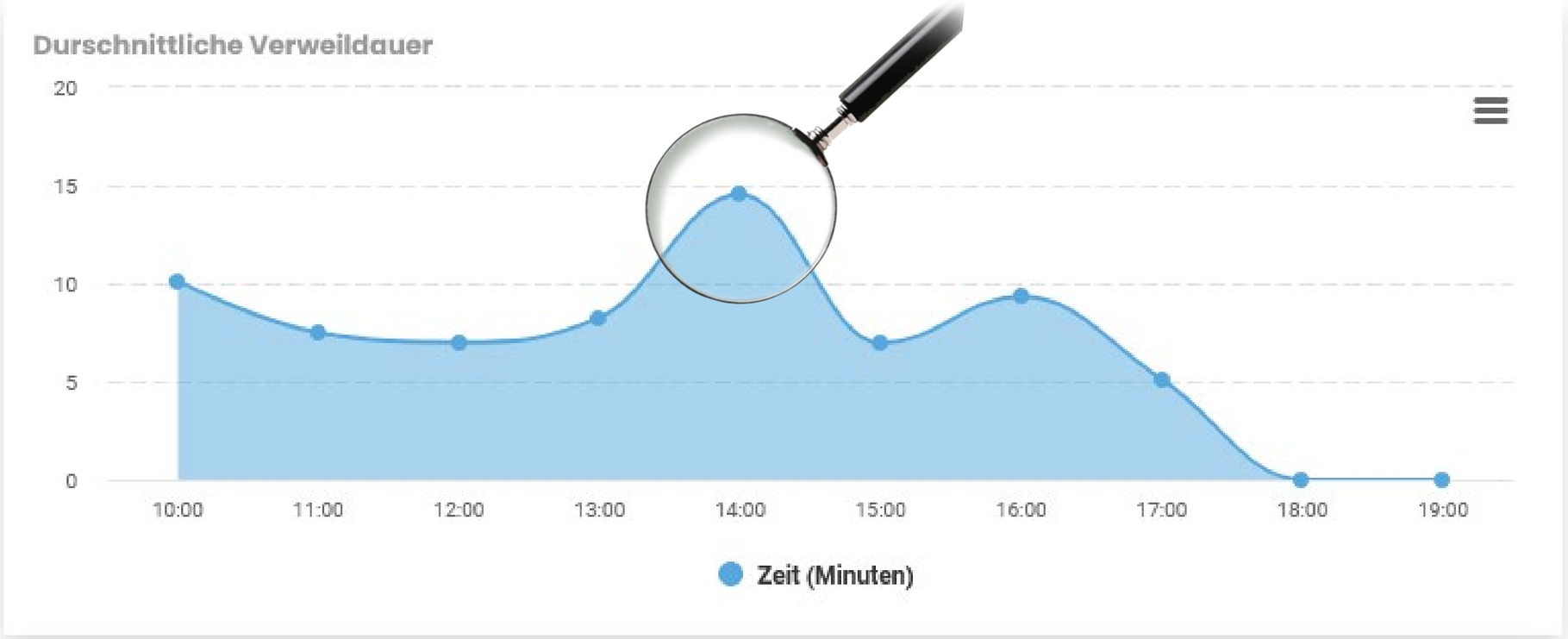
Overview
Hardware & Software Data Analysis
Optimisation
During Show
Post Show
Range of Services





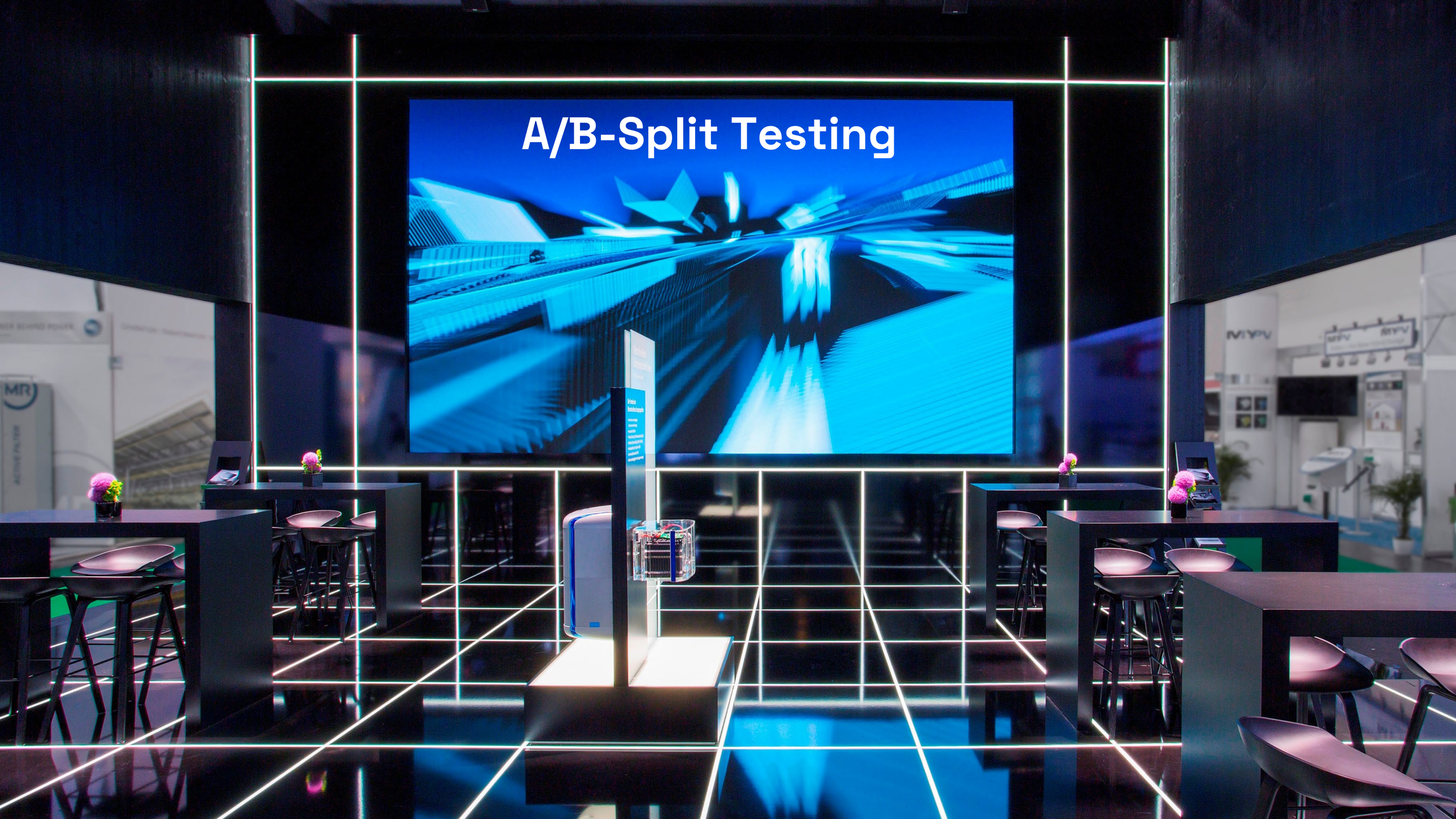
Dwell time

Infocounter



Live Communication vs

Google Analytics


A/B-Split Testing

Overview
Hardware & Software
Data
Analysis
Optimisation
During Show
Post Show
Range of Services

- ✓ Managing visitor motion
- ✓ Optimising allocation of personell
- ✓ Resolve congestions

Overview
Hardware & Software
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Range of Services

Calculate the perfect amount of personell

- ✓ Are there times on the individual days of the show during which fewer or more stand personell are needed?
- ✓ How many staffers must be scheduled each day?
- ✓ Which areas do need how many staffers?

Overview
Hardware & Software
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During Show
Post Show
Range of Services

Optimisation

- ✓ visitor journey optimisation
- ✓ optimisation pacement of eyecatchers
- ✓ adapt architecture
- ✓ increase cost efficiency
- ✓ improvement of lead management
- ✓ strategic setting of exhibits

→ eliminate or empahsize products?

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Consulting

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messe konzepte
design
bau
service
event