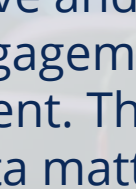



4 Steps to Better Understand Your Audience

Transforming Your Event Data into Deep Audience Insights

80%
of marketers report that **live events** play a major role in their overall business success.

Events offer endless ways to drive and capture valuable engagement data and buyer intent. The trick is knowing what data matters in advance.

But collecting the data is only the beginning!

It's what you do with the data that will determine its value long after your event has ended – and having [the right technology](#) to interpret that data is vital for taking informed, effective action.

Source: Forbes




4 Key Steps to Capturing and Transforming Your Event Data



STEP 1 Plan Your Event Data Strategy



89%
of B2B marketers say that **capturing and leveraging event data** has positively impacted their overall marketing strategy.

KEY ACTIONS:

Identify and involve key stakeholders well ahead of your event. Define your objectives:

- What do you want to learn about your attendees?
- What are your engagement goals?
- What metrics will you use to measure success?
- How does event engagement feed into the overall business goals?

Source: AgencyEA.com



STEP 2 Capture Your Event Engagement Data

KEY ACTIONS:

Use a **dynamic event app** designed to boost engagement through:

- Surveys and Live Polling
- Gamification
- Content Viewing and Downloads
- Discussion Boards
- Q&A
- Social Feeds




Nearly **60%** of event software users agree that **data is the new gold.**

Source: PROFILETREE



STEP 3 Transform Your Event Data Into Actionable Insights



80%
of event professionals state that **AI offers value** for personalized mobile apps and personal assistants.

KEY ACTIONS:

Use an **AI-powered event management solution** to:

- Capture, analyze and centralize event data for a 360° view of engagement patterns, trends, and sentiment.
- Utilize comprehensive dashboards to identify what resonates with participants.
- Employ conversational AI for quick insights and reports.
- Measure the impact of event elements to see which drive the most engagement and ROI.


Source: PROFILETREE



STEP 4 Take Insight-Driven Actions

KEY ACTIONS:

- Tailor interactions based on a deeper understanding of attendee needs and motivations.
- Identify engagement patterns to understand what resonates with buyers.
- Optimize future events with insights from previous ones.
- Compare performance across events to stay ahead.
- Continuously refine events based on attendee insights.
- Create engaging, relevant experiences to drive business results.



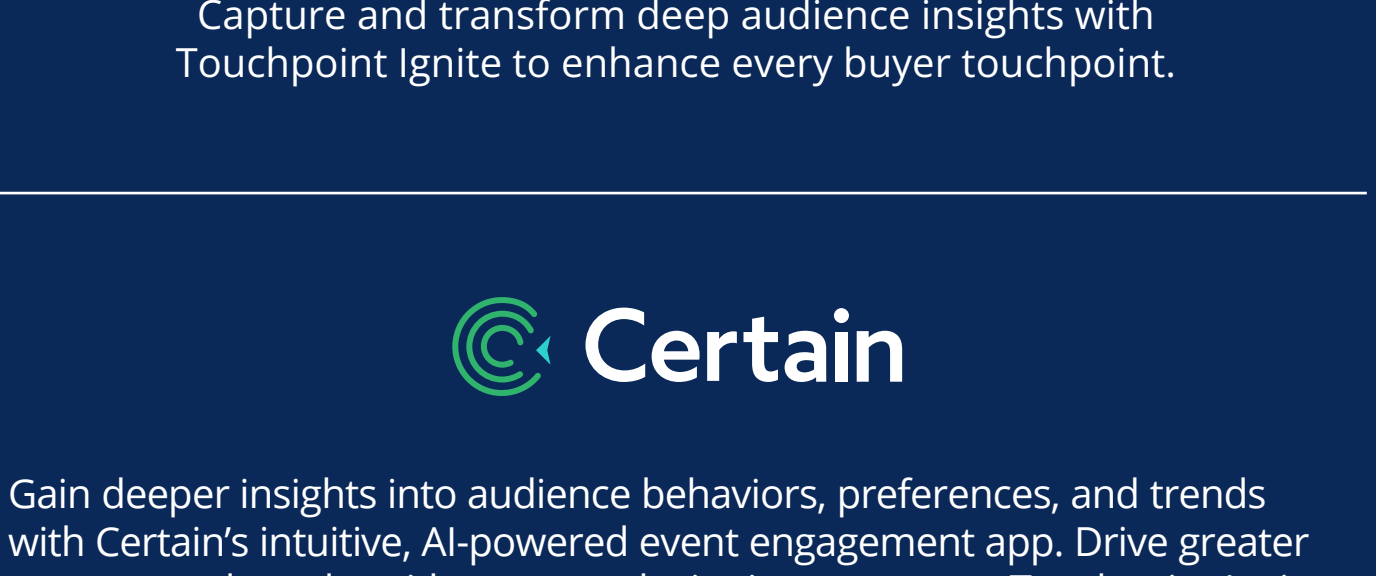
63%
of marketers admit they fail to maximize the value of event content; this figure **rises to 72%** for large enterprises.

Source: Forrester



From Data to Dialogue

Deep Audience Insights and Conversational AI with Touchpoint Ignite



Capture and transform deep audience insights with Touchpoint Ignite to enhance every buyer touchpoint.

LET'S TALK

