



Grip Pulse Event Insights

Powerful insights into the behaviours of your event participants, how they interacted with each other and your event

Relevant for:

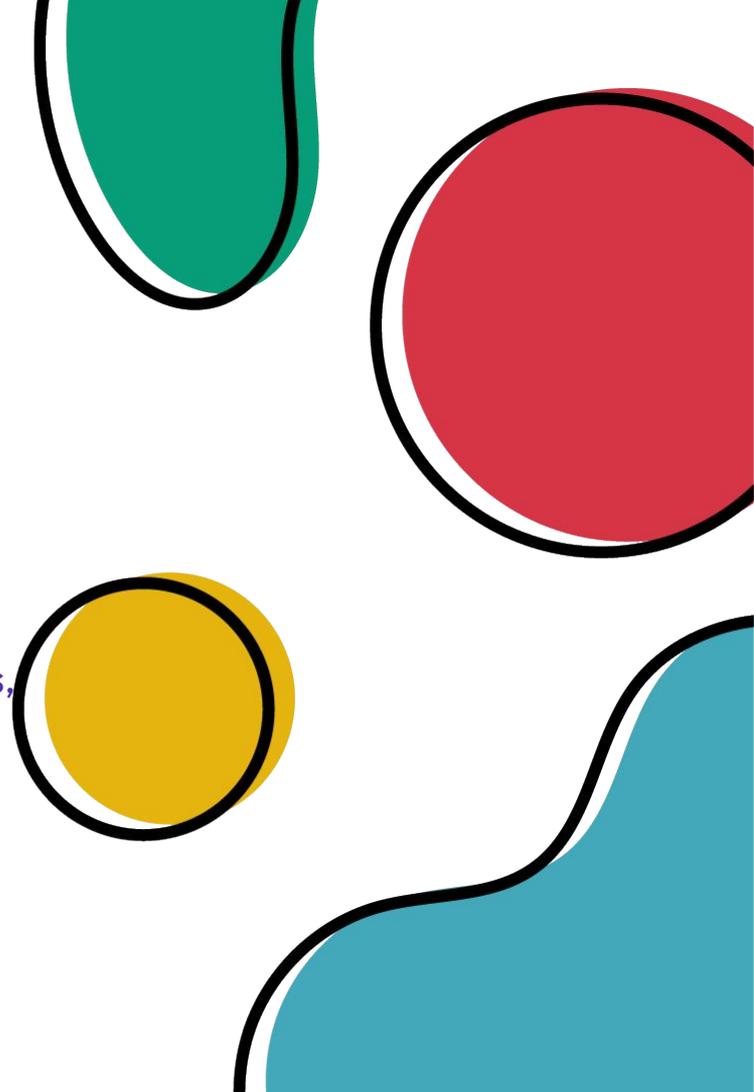
Management

Strategy

Marketing

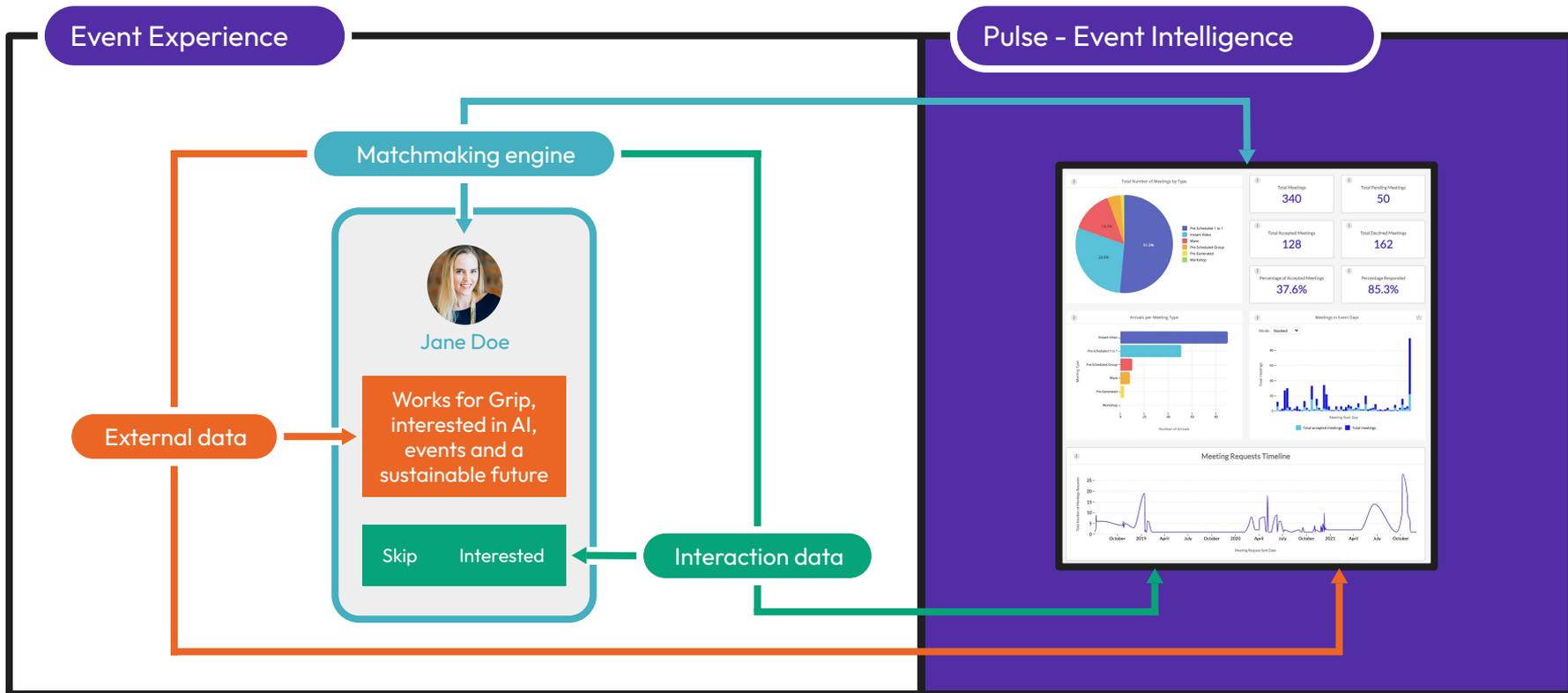
Digital

Operations



Grip Pulse

Grip Pulse takes demographics and interaction data and turns them into powerful insights for organisers to help improve, rebook, grow and optimize their events.



Taking event insights to the next level with Grip Pulse

No more flat reports with limited detail, Grip Pulse takes event insights to the next level with incredible data available in real-time within a single dashboard

94

Graphs & tables

An incredible number of helpful graphs, KPIs and tables to give you a deeper understanding of your event

400

Data points per participant

We capture a tremendous amount of data points on every event participant to provide you with better insights

\$0

Available for all events

At no extra cost, the new Grip Pulse event insight dashboard is available for all events that you've done or are doing on Grip



Traditional event insight

We've all been there, you've finished your event and while the top-level numbers are available you miss the granular insight that is going to help you determine how to organise a better event next year. You want more.

The Pulse difference

Next-level event insights

That “more” is now here. With Grip Pulse you gain detailed insight into the performance of your event, engagement throughout the show life cycle and with actionable ideas on how to make the next event an even greater success.

Event insights panels

9 panels with granular insight into your event

Activation

Activation split out by participant type and device

Networking

Most active users, networking actions & connections

Meetings

Meeting conversion, slot coverage & top participants

Sessions

Engagement & feedback by session, track & location

Stream views

View length and average views by track, location & participant

Search & filter

Most common search terms by participant type & job title

Banner ads

Views & clicks by banner location & conversion

Badge scanning

Activation split out by participant type and device

Companies

High-level insights into company performance

Activation

Active Participants By Data Type

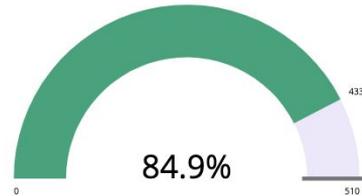
The number of active participants, total participants and the percentage of active participants per data type.

Please note: there can be minor discrepancies compared to the data type list in the dashboard. This is because event insights look at all participants who have been part of the event at some point, even if they have been removed from the event later.

Participant data Type	Active	Total	Percentage
Anonymous Guest	149	149	100%
Demo Attendee	121	132	92%
In Person Attendee	36	74	49%
Guest	71	71	100%
In Person Exhibitor Representative	38	63	60%
Speaker	5	6	83%
VIP	3	5	60%
Exhibitor Rep Grip only	4	4	100%
Attendee	1	1	100%
Content Heavy Homepage	1	1	100%
Exhibitor Representative	1	1	100%
Network Heavy Homepage	1	1	100%
Product Heavy Homepage	1	1	100%
Virtual Attendee	1	1	100%

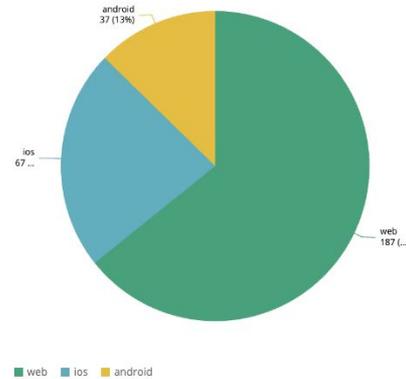
Active Event Participants

Active Event Participants based on participants logging into the event at least once.



Active Event Participants By Platform

Data captured from 13/07/2023 forward
 Device Web will include web access from IOS (Using safari), and Android Web (Mobile browsers)
 Android and IOS include logins using the App
 Distinct logins per participant and device



Active Users By Platform By Event Days

Data captured from 13/07/2023
 Logins per device by date
 Distinct logins per user per device per date



Legend

- Desktop Web App
- Android Web App
- IOS Web App



Activation insights

Device



See activation split out by device (iOS, Android, Web) in combination with timelines to know how it's changing before and during the event.

Near real-time



Updates every 2 hours so you've a great pulse on how your event is evolving without having to wait for post-event reports.

Participant type



See activation split out by participant type so you know where the opportunity for growth can be found.

Timeline

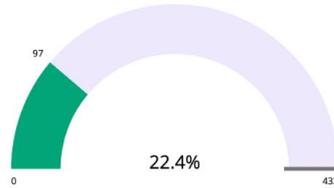


See activations in a timeline graph so you can easily see how activation is progressing over time.

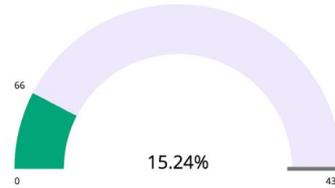
Networking insights

Total Interest/Skip Actions	1,239
Total Interested Actions	1,006
Total Skip Actions	233
Total Connections in the Event	93.5
Participant has shown "Interest" in 1 or more Participants	97
Participant has shown "Interest" in 1 or more Companies	50
Participant has shown "Interest" in 1 or more Items	25

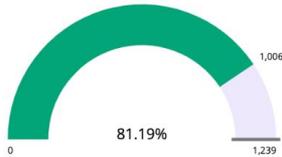
Participant has shown "Interest" in 1 or more Participants



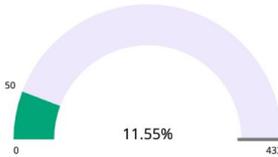
% of Participant with 1 or more Connections



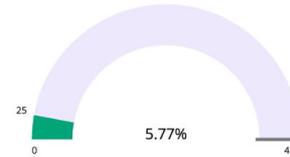
% Interested Actions in the Event



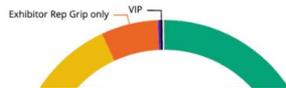
Participant has shown "Interest" in 1 or more Companies



Participant has shown "Interest" in 1 or more Items



Network Actions per Participant Type



Connections by Participant Type



Thing Type Name

- In Person Attendee
- In Person Exhibitor Repre...
- Demo Attendee
- Exhibitor Rep Grip only

Thing Type Name

- In Person Exhibitor Repre...
- In Person Attendee
- Exhibitor Rep Grip only
- Demo Attendee



Networking insights

Base engagement

Get a snapshot of what percentage of your participants hit the basic engagement level e.g. at least showing “interest” or creating “connection”.

Popularity

Find out which participants are in high-demand so you know what type of people your participants are looking to connect with.

Top participants

See activation split out by participant type so you know where the opportunity for growth lies.

Type-specific

See the split of networking activity per participant type, to get an idea of how different types of people behave at your event.

Meeting insights

Total Meetings	101	Accepted Meetings	19	Pending Meetings	60	Declined Meetings	22
Accepted Meetings	19	Percent	18.81%	meeting status	101	Percent	59.41%
Pending Meetings	60	meeting status	101	Percent	21.78%	meeting status	101
Declined Meetings	22	meeting status	101	Percent	21.78%	meeting status	101

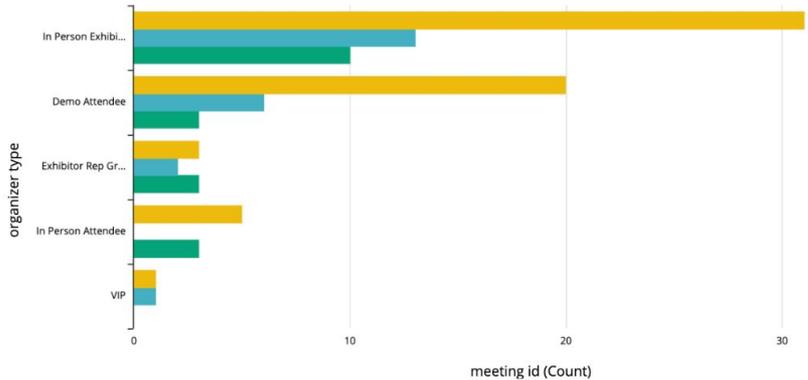
19

60

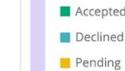
22



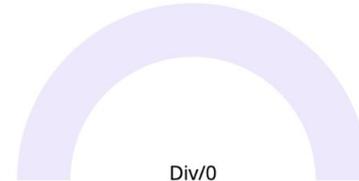
Meeting Status grouped by Meeting Organizer Data Type



Meeting Sta...



Meetings Rated Positively



Meetings Rated Negatively



Meeting insights

Type-specific



Drill down into requested, pending and accepted meetings by participant type to understand which people are requesting meetings with each other.

Slot coverage



Always know when you need to increase tables in your networking zones with accurate coverage graphs showing by hour and location.

Top participants



See which participants are the 'meeting superstars' at your event, contact them to identify trends and similarities among them.

Timelines



See how meeting requests and acceptance is building up pre and during the event so you always know how the event is going.

Session Insights

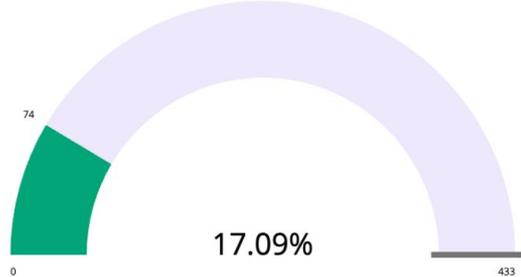
Total Session Attendees

185

Average Sessions per Unique Session Attendee

5.29

% of Participants that added at least 1 session to their schedule



Average Attendees Per Session

13.21

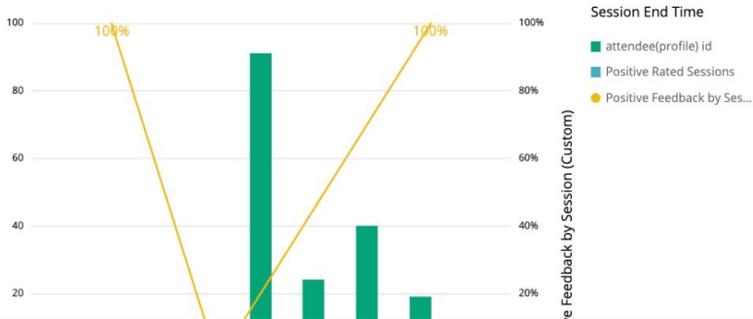
Unique Session Attendees

74

Session Feedback



Session attendees by session day with a line of the % positively rated sessions



Session insights

Feedback



Review session sign ups and attendance by session, track and location to get an idea of how many participants you can expect to attend.

Heatmaps



Get a better understanding of which tracks and locations have been rated positively and which ones can be improved.

Top participants

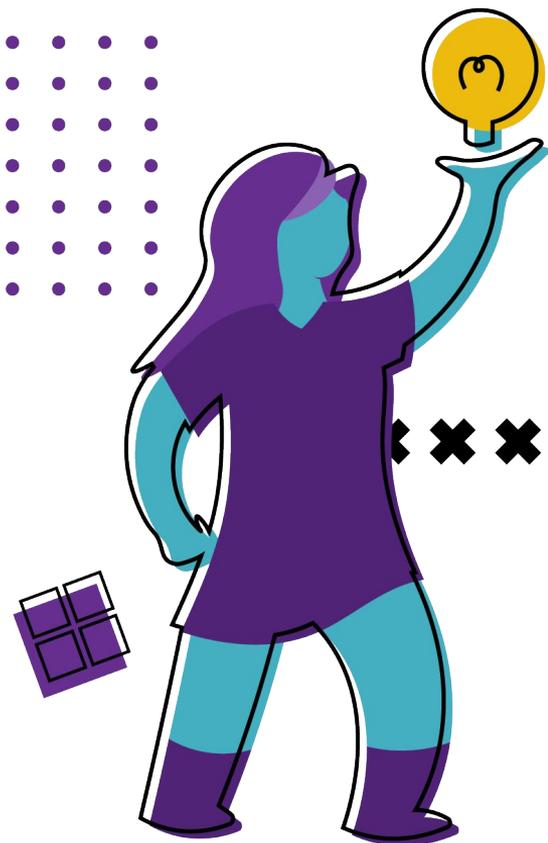


Find out which people are most engaged with your content and identify any commonalities that exist between them.

Timelines



Track session sign ups and feedback over time and see which days/times are the most popular in your content program.



And so much more!

The insights don't stop there, take a look at your event dashboard or sign up for Grip if you want to access Grip Pulse and finally gain a deeper understanding of your event.

Thank you

Book an event consultation

Grip.events

