



# Grip Pulse: ROI Report Bundle

Prove the value of your event to exhibitors. Track, measure and benchmark their performance for multiple, year-on-year events

Relevant for:

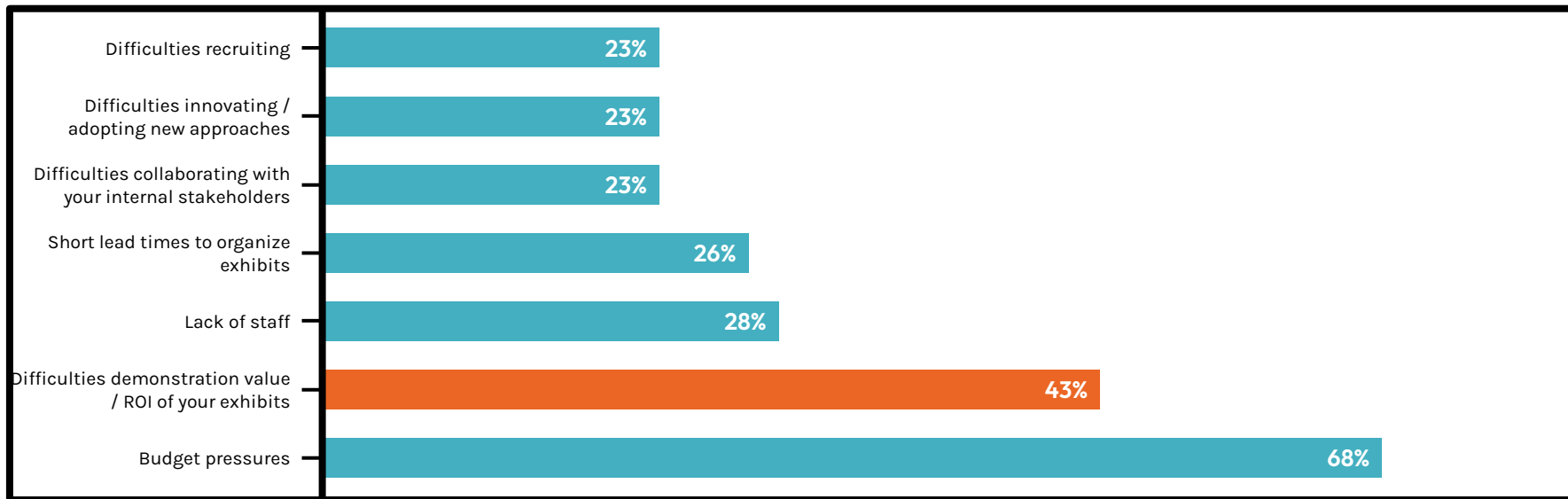
Management

Sales

Digital

# Exhibitor ROI is a major challenge

68% of exhibitors say budget pressure is their biggest challenge, while 43% of exhibitors have difficulty demonstrating value/ROI. These two challenges are linked, requiring organizers to deliver and demonstrate greater return for exhibitors.



What challenges, if any, are you facing over the next three years as an exhibitor within your own organization? Explori 2023



# Introducing ROI Reports:

*Prove the value of your event to exhibitors. Track, measure and benchmark their performance for multiple, year-on-year events*



# What's included

- 4 reports with 50+ graphs each for every element of sponsor, exhibitor, pavilion, and multi-event companies at your event
- Predict company success ahead of the event
- Benchmark companies within your event
- Compare companies across multiple events and how their performance has changed

...and so much more!

## Overview

Track company activation, meetings, badge scans and the matchmaking opportunity for the event as a whole and per company in one report.

## Company

Predict, track, benchmark and evaluate the ROI of a company that has sponsored or exhibited at your event.

## Pavilion

Roll up multiple companies into one 'pavilion' and understand which ones performed the best.

## Multi-Event

Measure the performance of a company across multiple events to understand their event-on-event success.



# Track success in one place throughout the event lifecycle

## Activation

Track how many exhibitors have been activated and how the activation rate compares to the event benchmark. Track activation over time.

## Meetings

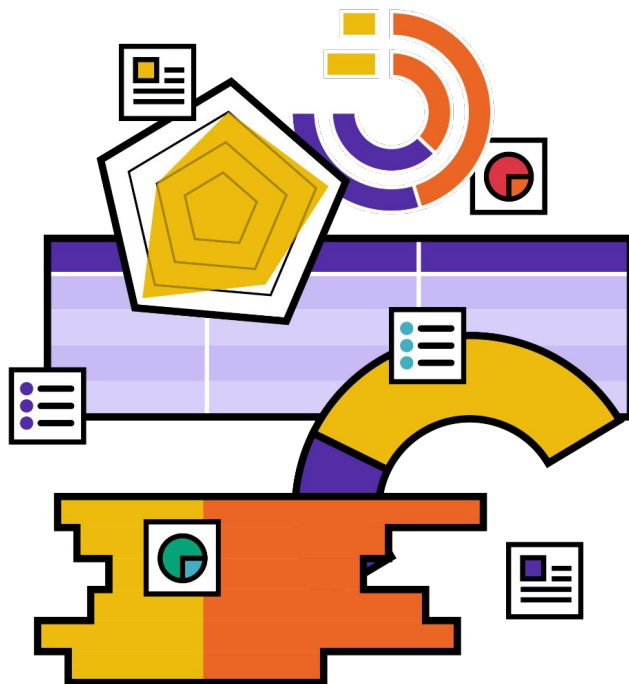
See which companies have created, accepted and/or not responded to meetings. Then prompt them about their missed opportunities.

## Networking mix

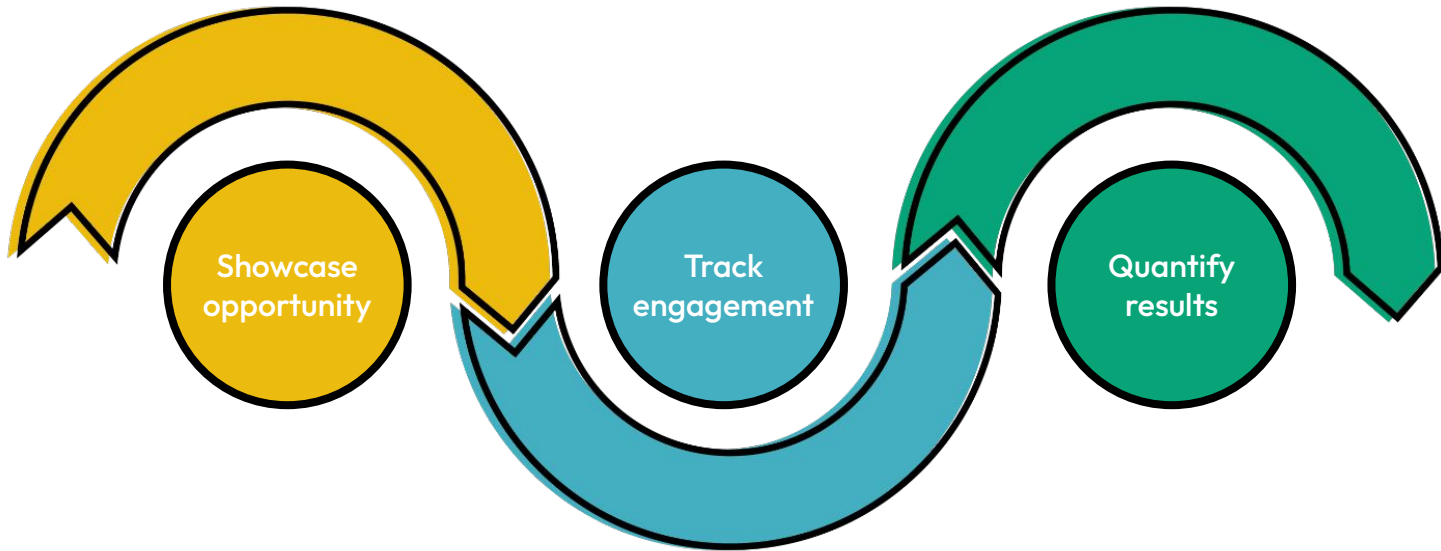
Identify attendee demographics, understand the gap in comparison to exhibitor objective, and correct before your event even begins.

## Lead retrieval

In real-time, see the number of badge scans and lead scores across all exhibitors and drill-down into the detail immediately.



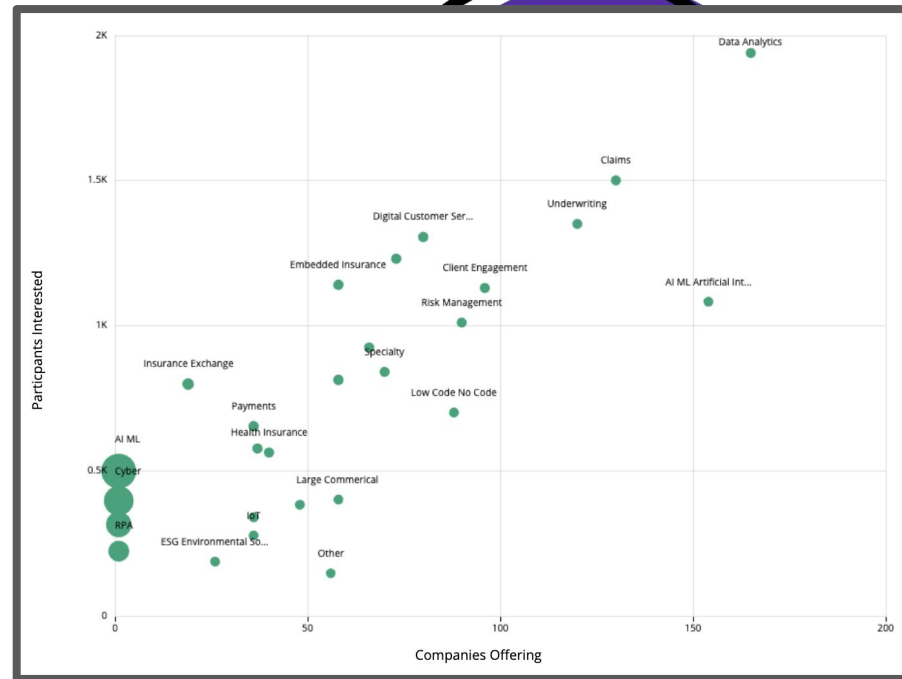
# Valuable insights along the entire exhibitor journey



# Analyze the relevance of your audience

Find out the number of companies offering and participants interested for each Custom Field Answer and the ratio of companies/participants.

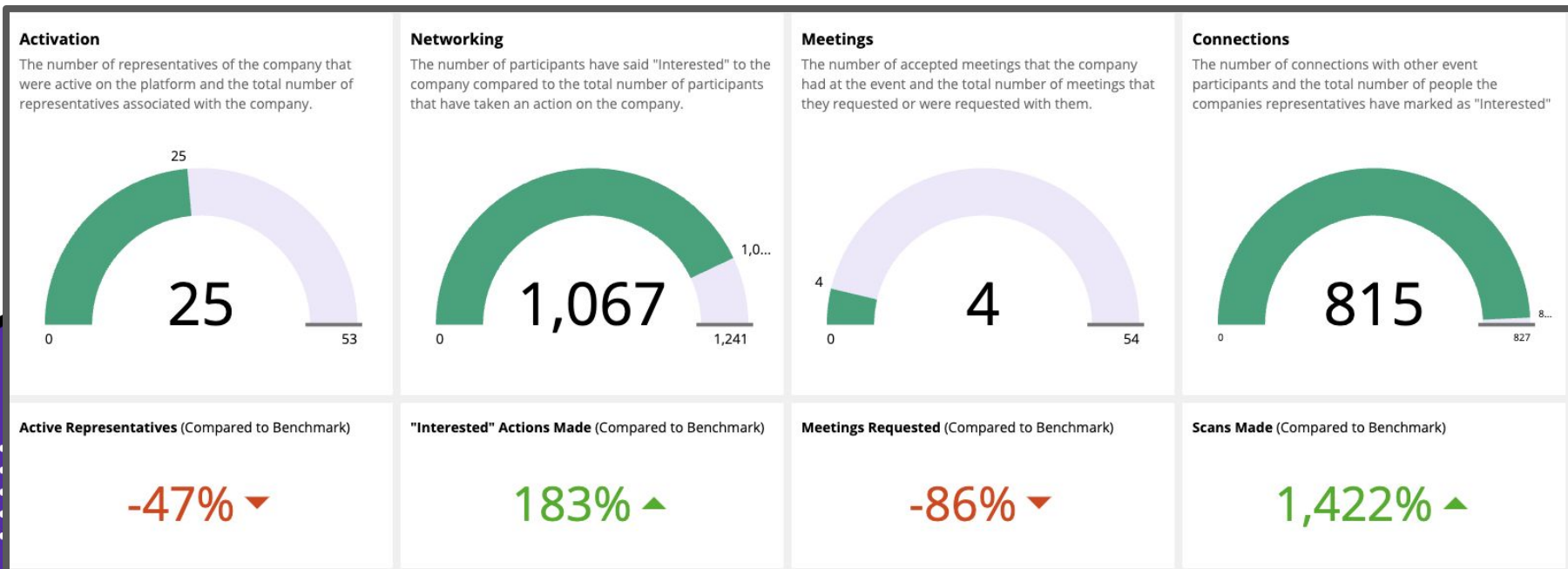
**Takeaway:** Give your sales team actionable insight into what categories you could be selling more to based on data



# Benchmark & measure every company

A complete report enabling you to understand the complete journey of a single exhibitor, from the number of relevant people that were present at the event all the way to the number of badges they scanned at the booth and the score assigned to them.

**Takeaway:** Review the actions a company took and how their activity compares to the benchmark.

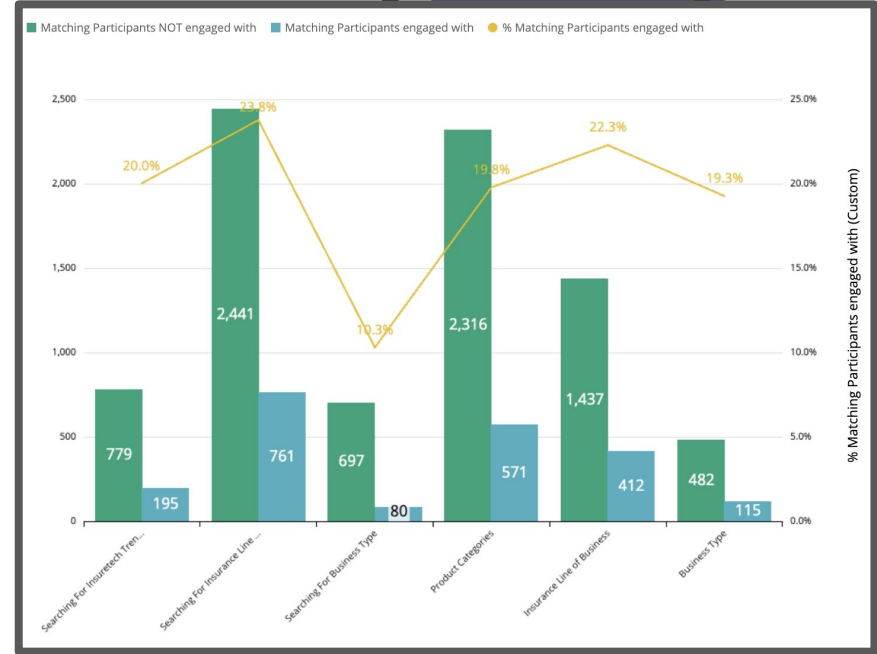


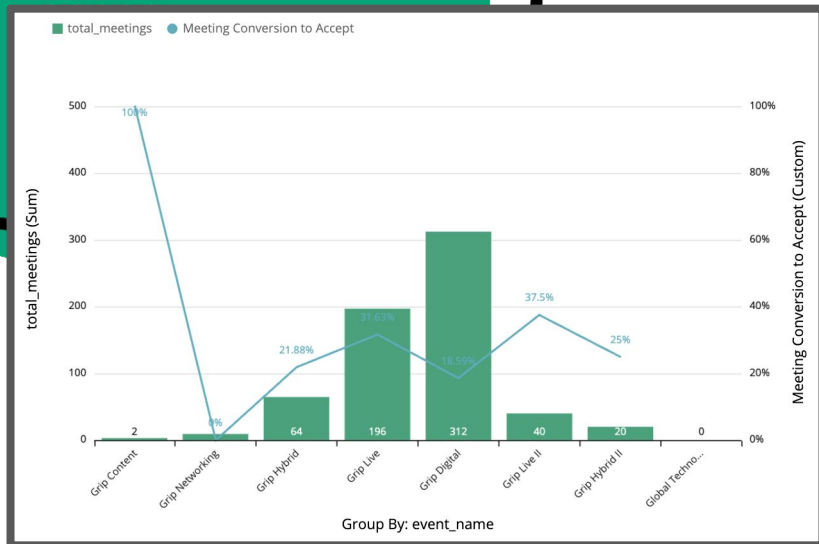


# Showcase the future opportunity

For companies to return, there is nothing more powerful than them having a great event and knowing that there is even more potential in the next year. With our ROI reporting, you're now able to back this up with data.

**Takeaway:** Sell the opportunity that was left on the table for next year to increase your rebook and revenue growth.





# Compare success event-on-event

It doesn't just stop with one event, analyze a single company across multiple events to understand whether their engagement and the relevancy of the audience is growing or shrinking.

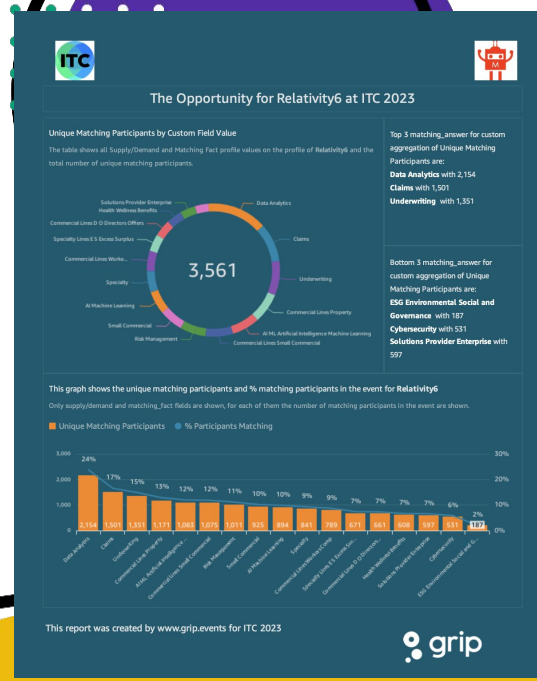
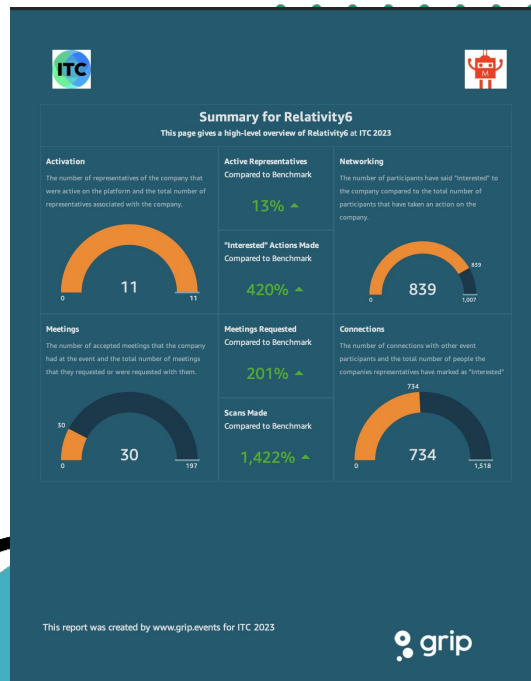
**Takeaway:** Predict exhibitor & sponsor churn and spot the companies that are increasingly successful at your event.

# Exhibitor/Sponsor Paginated Reports

## Premium Add-on

Use exhibitor reports to share a complete overview of their performance at an event including, but not limited to:

1. Benchmarks on Activation, Networking, Scanning, Meetings and more
2. Representative performance at the show (who were your best reps)
3. How many relevant people were present at the show and the % that you engaged with as an exhibitor.
4. How many more relevant people are present and why you should come back in the following year.



# ROI Predictor

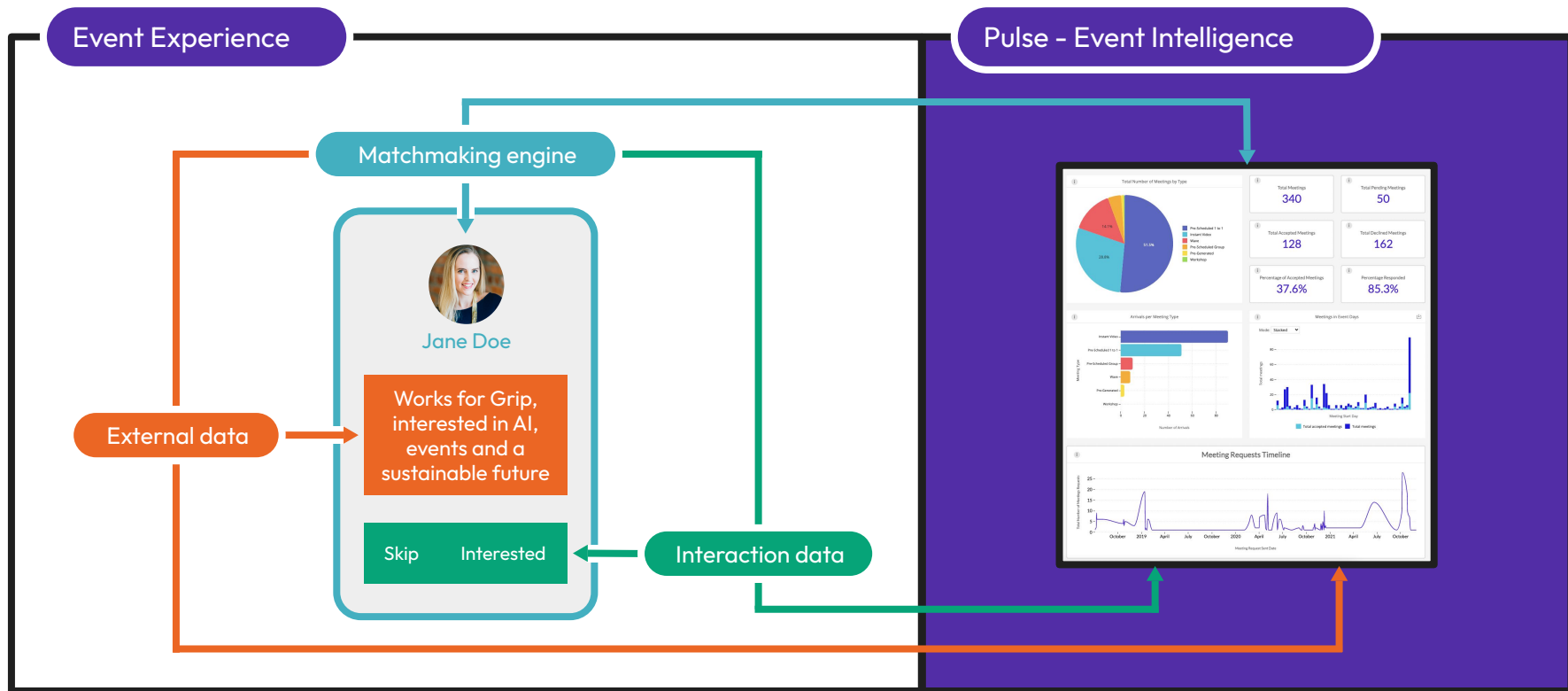
Combining the engagement data with inputs on how much a customer has spend on your event and their typical deal size gives us a prediction of the ROI they've been able to generate from your event.

The more data Grip holds (lead retrieval, smart badges, customer spend) the more accurate our calculator can be in terms of ROI prediction on your event.

How much did the customer pay you to exhibit/sponsor the event?			
<input type="text" value="39000"/>			
Cost Per "Interest" Action Received	Cost Per Connection	Cost Per Accepted Meeting	Cost Per Scan
\$379	\$398	\$6,500	\$476
<b>Customer Value Calculations</b> The numbers below show the value an exhibitor might have gotten out of the event based on the number of connections and taking a conversion metric on this at the low / medium / high end. This then results in an estimate of the likelihood that the customer received a positive ROI from your event.			
What's the typical deal size for the customer exhibiting/sponsoring your event? We can use this information to calculate the value the customer could have gotten out of your event.			
<input type="text" value="4000"/>			
<b>Customer Value Generated</b> 10% Conversion Connection > Customer - Lower Estimate	<b>Customer Value Generated</b> 40% Conversion Connection > Customer - Middle Estimate	<b>Customer Value Generated</b> 80% Conversion Connection > Customer - High Estimate	<b>ROI Estimate for Customer</b> The below number is an estimate of the return that the customer will have been able to generate from participating in your event.
\$39,200	\$156,800	\$313,600	
<b>Customer Profit</b> Based on Low Conversion	<b>Customer Profit</b> Based on Middle Conversion	<b>Customer Profit</b> Based on High Conversion	👍 \$130,867
\$200	\$117,800	\$274,600	

# 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.



# Get in touch to learn more

Book an event consultation

Grip.events







# Appendix

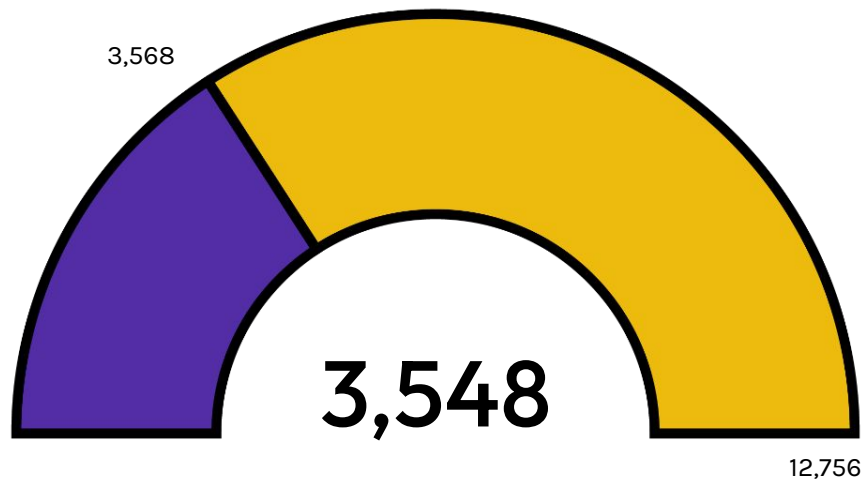


# Showcase opportunity

## Go beyond the one-pager

Every sales team has the one-pager with some high-level generic demographics.

Now you can go far beyond that, showcasing the opportunity in a personalized way for each exhibitor based on their profile and objectives.



Matching participants with **Exhibitor X** on **product categories**



### Meetings accepted

41

Meetings accepted (benchmark) 15.93 ▲ 157.34%



257.34%

### “Interested” actions received

1,132

“Interested” actions received (benchmark) 173 ▲ 554.33%



654.33%

# Track engagement

## Benchmark exhibitor activity

Track how an exhibitor has engaged with the opportunities presented to them and how they compare to peers before and during your event. Play back to an exhibitor their level of outreach, the meetings they requested and the effort they made to take advantage of their involvement.

# Quantify results

## Assess ROI in real-time

Give your sales team real-time insight into the results of an exhibiting company at your event.

Use this insight to rebook, upsell and deliver suggestions for improvements that can be actioned the same day or in preparation for the next show.

### Positive feedback

92%

Meetings accepted (benchmark) 85%

▲ 8%

92%

### Lead score

4.37

Average lead score (Benchmark) 4.18

▲ -4.54%

87%



# Opportunity metrics

## Audience



Quantify the number of participants at your event by participant type and other high-level audience impact metrics that your exhibitors value.

## Geography



Showcase where in the world your participants are coming from to give exhibitors an idea of the diversity and impact of your event.

## Demographics



Showcase your event participants based on custom segmentation such as sector, seniority, purchasing-power and any other data imported to Grip.

## Profile matches



Highlight how many people matched with the exhibitor's profile to be able to accurately communicate the scope of opportunity they have at your event.

# Engagement metrics

## Views



A great proxy for how active an exhibiting team have been on the platform, and if they were in high-demand from event participants.

## Networking



Gain an understanding of exhibitor representatives' actions; see if they actively sent intro messages and went beyond just meeting requests.

## Meetings



See whether an exhibitor actively requested meetings with participants and responded to all incoming meeting requests.

## Lead retrieval



Find out if an exhibitor made the most of people that visited their booth and actively engaged in conversations to collect leads onsite.

# Results metrics

## Meeting feedback



Segment meeting feedback by participant type and other high-level audience impact metrics to show value to your exhibitors by objective.

## Lead scores



Highlight the number of leads gathered, their demographics and the scores that the exhibitor assigned to the participant.

## Banners & sessions



Quantify the total amount of banner views, clicks and conversions to leads. See demographics of the participants that engaged with the exhibitor.

## Benchmarks



Showcase how an exhibitor ranks among the other exhibitors present at the event and whether the effort they made is proportional to that of others.