

The 2020 Event Measurement Benchmarking Report

In-depth data on:

- + What and how event marketers are measuring at b-to-b and b-to-c events
- + How event marketers are using their event data
- + ROI ratios for b-to-b and b-to-c events
- + Multi-year data comparisons and trends

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THE 2020 EVENT MEASUREMENT BENCHMARKING REPORT

The industry's only in-depth study on how brands are measuring ROI

Welcome to the fifth annual **Event Measurement Benchmarking Report**—the only comprehensive study to quantify what and how event marketers measure at events and experiences, and what they consider to be the most effective measurement and ROI tracking methods. In this study, we provide detailed measurement benchmarks and practices broken out for consumer and business-to-business events. You will find a multi-year trend analysis of data from 2018, 2019 and the 2020 survey in the Executive Summary.

To develop the analysis, Event Marketer conducted a survey of leading event marketing brand executives and agencies. The respondents represent many of the largest corporations and brands with event and experiential marketing programs in the world.

Event Marketer thanks all of the respondents for their invaluable contribution to the study.

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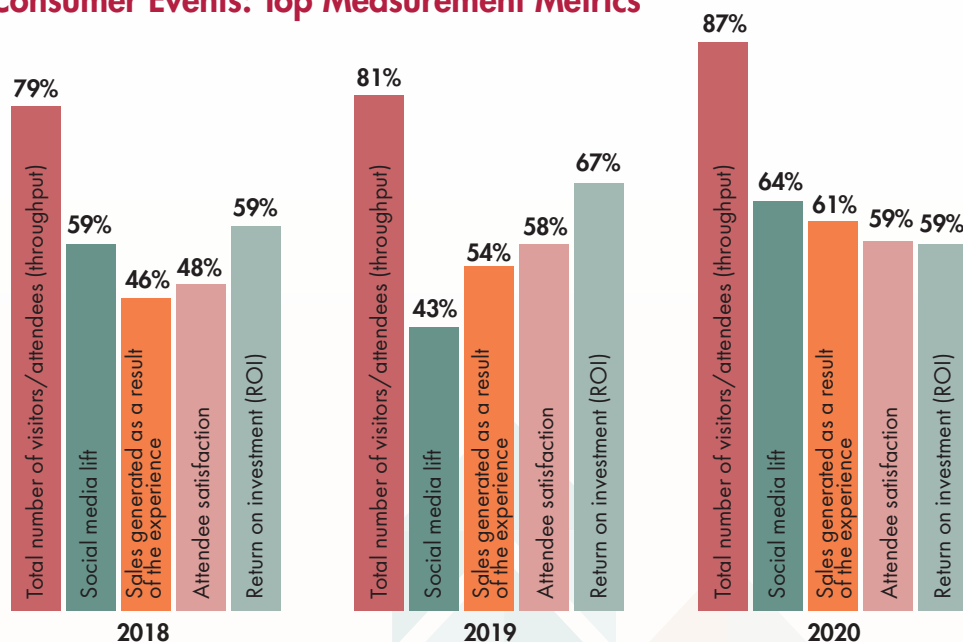
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What Brands Measure Across All Events, Experiences and Activations

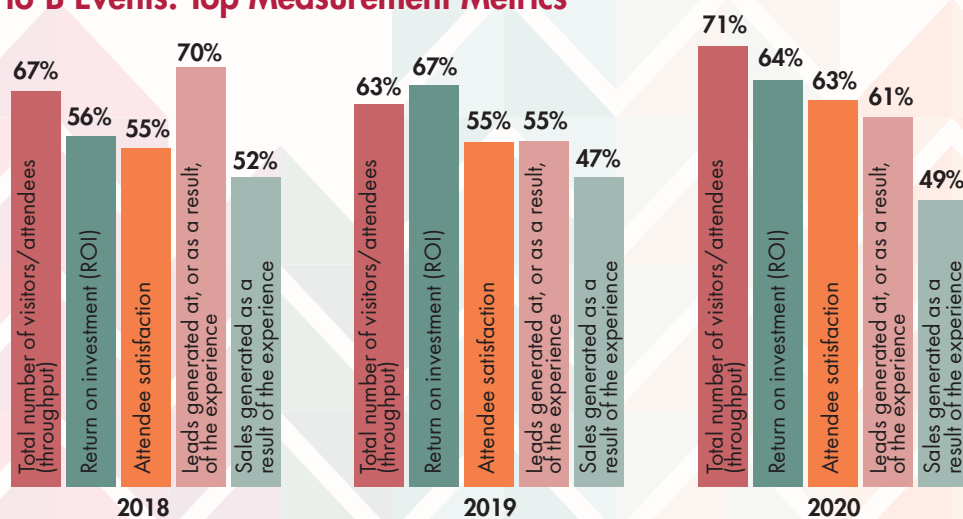
The most often tracked metric for consumer brands is total number of event visitors/attendees. This metric has become more important over the past three years, up from 79% of consumer brands tracking total number of event visitors/attendees in 2018 to 87% in the 2020 survey. Social media lift and sales generated by the experience are the second and third most often tracked metrics for consumer brands.

For b-to-b companies, total number of event visitors/attendees is also the top metric. The second most often tracked metric is ROI. Attendee satisfaction metrics look to be gaining in importance to b-to-b event marketers as the percentage of respondents selecting this metric jumped to 63% in the new survey from 55% in 2019.

Consumer Events: Top Measurement Metrics



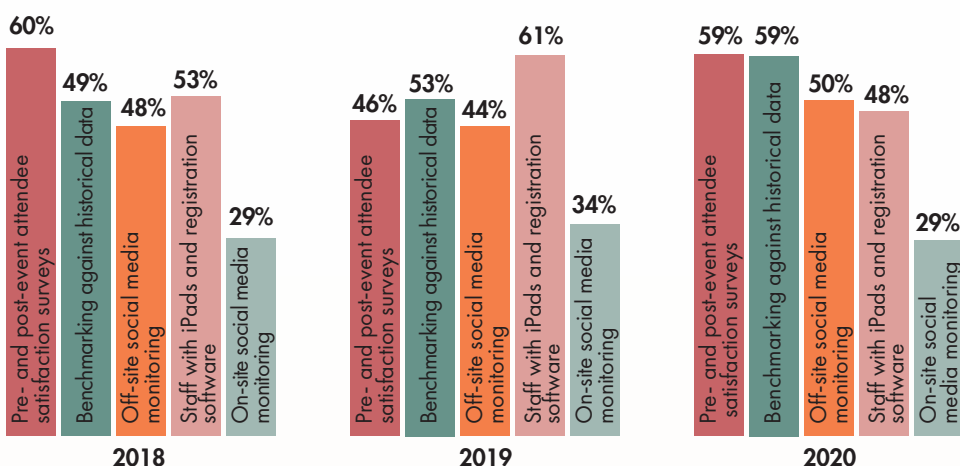
B-to-B Events: Top Measurement Metrics



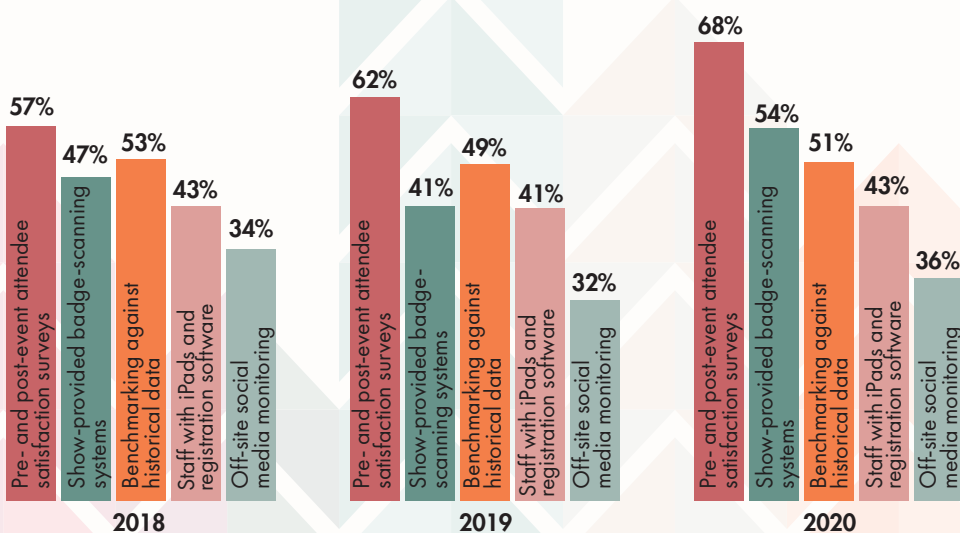
Most Often Used Measurement Tools and Approaches

For 2020, there is a tie between using attendee satisfaction surveys and benchmarking against historical data as the top two most often leveraged measurement approaches, with both selected by 59% of the consumer brand respondents. For b-to-b brands, attendee surveys are the primary measurement method, and the multi-year data suggest these are becoming more important.

Consumer Events: Top Measurement Tools and Approaches



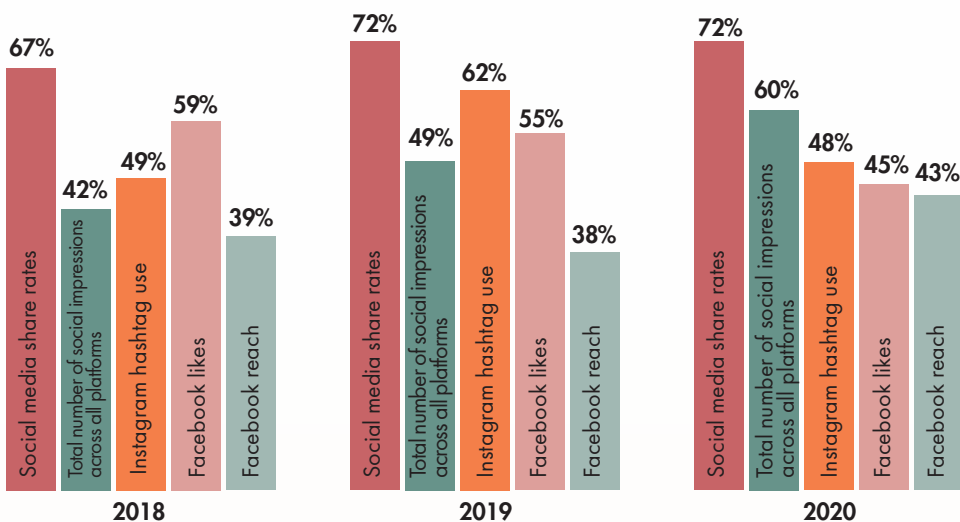
B-to-B Events: Top Measurement Tools and Approaches



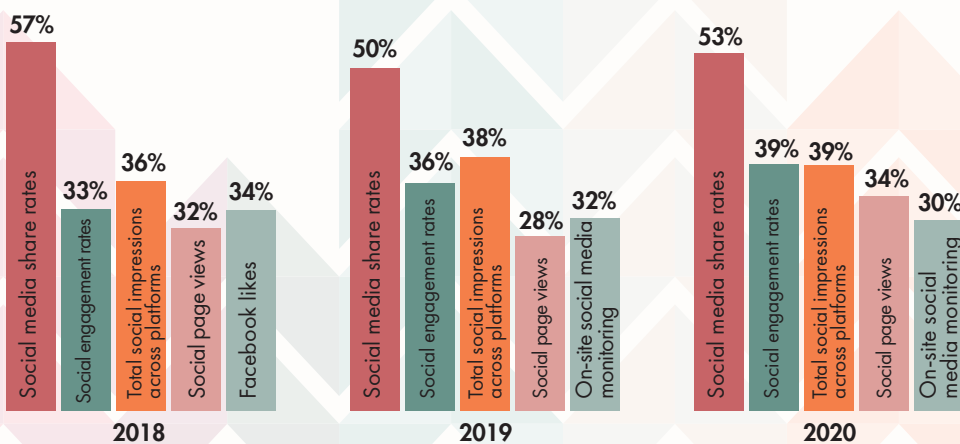
Social Media Measurement Metrics and Platforms

Social media share data remains the top metric tracked by both consumer and b-to-b brands. The second key metric for consumer brands is social impressions across all platforms. The second key metric for b-to-b event marketers is social engagement.

Consumer Events: Top Five Social Metrics



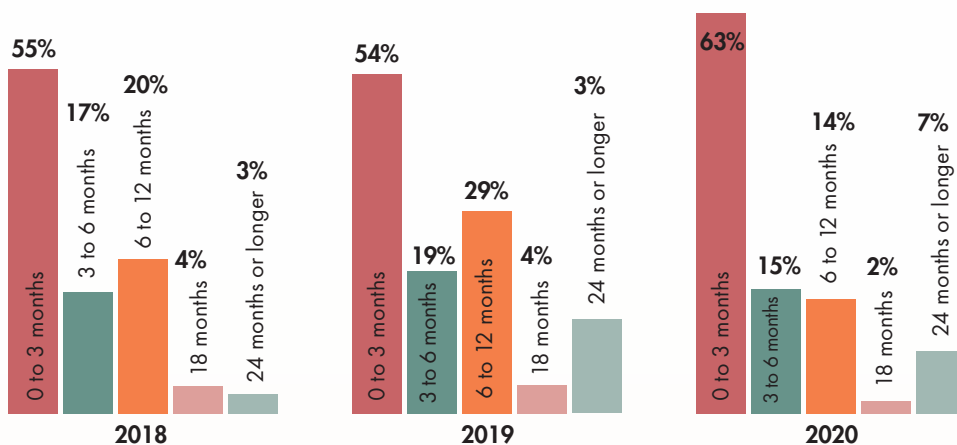
B-to-B Events: Top Five Social Metrics



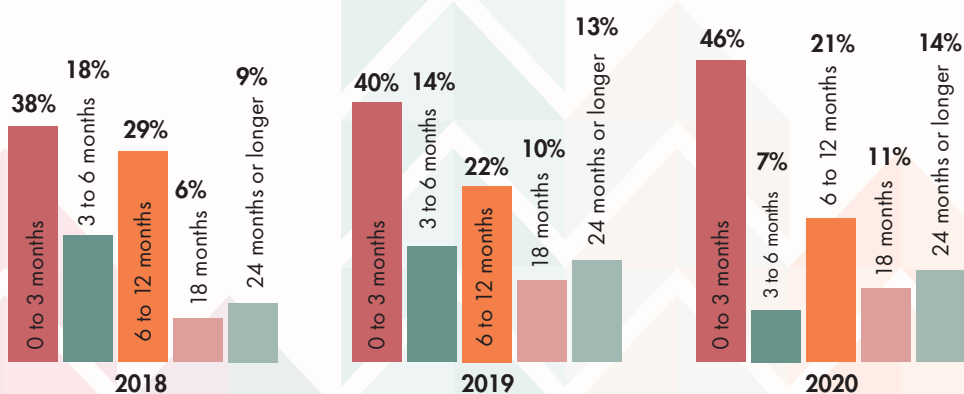
Post-Event Measurement Period

The survey data shows that over the past year consumer brands are measuring event impact over a shorter time period. In 2019, 54% of consumer brands were measuring within a three-month period, while this year's survey finds 63% measuring under three months. B-to-b event marketers typically have a longer measurement period than consumer brands.

Consumer Brands: Measurement Periods 2018 to 2020 Comparison



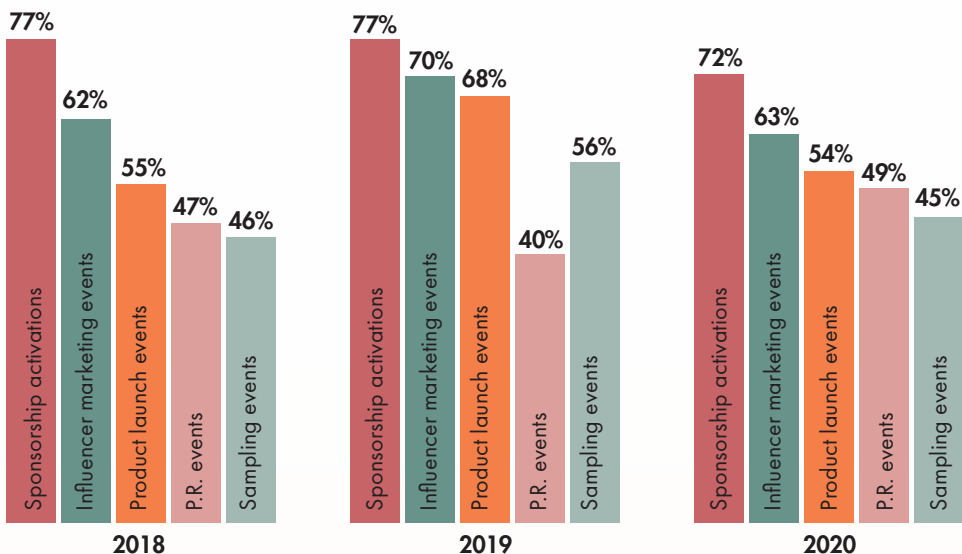
B-to-B Brands: Measurement Periods 2018 to 2020 Comparison



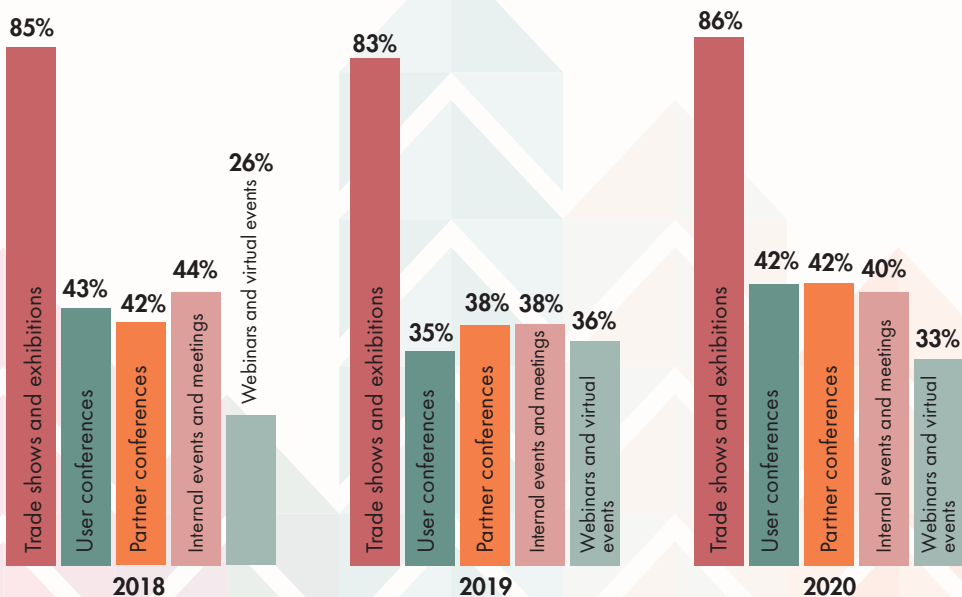
Top Five Most Used Types of Events by Consumer and B-to-B Brands

The most often used types of events and experiences by consumer brands are sponsorship activations, influencer events and product launches. B-to-b brands mainly participate in or manage trade shows and user and partner conferences.

Consumer Events



B-to-B Events



About the Respondents

The survey polled leading brand marketers at large companies in a range of categories including entertainment and media, information technology, consumer products, automotive, medical and pharmaceuticals, and other key sectors.

What Brands are Measuring Across All Consumer Events, Experiences and Activations

Consumer brands' top three measurement metrics are total number of attendees, social media lift and sales generated. Over half of consumer brands also track attendee satisfaction, ROI, audience engagement, demographics, and number of leads.

	%
Total number of visitors/attendees (throughput)	87%
Social media lift (measured as impressions) before, during and after the experience	64%
Sales generated as a result of the experience	61%
Attendee satisfaction	59%
Return on investment (ROI)	59%
Engagement in specific on-site demos or digital elements	57%
Sales generated within a defined time period at or after the experience	57%
Attendee demographics	55%
Leads generated at or as a result of the experience	54%
Social media lift (measured as sentiment) before, during and after the experience	48%
Digital engagement online before, during and after the event (digital body language)	41%
Press impact	41%
Dwell time (total time spent inside the activation)	39%
Return on objective (ROO)	39%
Coupon redemption	33%
Attendee mindshare	26%
Customer acquisition cost	23%
Proof of prospects engaging at next level in sales funnel	20%
Movement patterns through the event or exhibit (event body language)	19%
Customer lifetime value	14%
Biometric tracking tools	4%
Other	4%

Most Used Measurement Tools and Approaches

The top three measurement tools and approaches, both selected by half or more of the consumer brand respondents, are attendee surveys, historical data benchmarking and off-site social media monitoring.

	%
Pre- and post-event attendee satisfaction surveys	59%
Benchmarking against historical data	59%
Off-site social media monitoring	50%
On-site staff armed with iPads and simple check-in or registration software	48%
On-site social media monitoring	29%
Pre- and post-event sentiment and message retention surveys	24%
Proprietary technology we created ourselves	24%
Geo-location behavior tracking technologies: RFID, NFC, BLE	20%
Net Promoter Score	18%
Proprietary technology we purchased from an agency or supplier	17%
Simple on-site paper registration forms	17%
Predictive analytics (predicting behavior based on historical data)	15%
Show-provided badge-scanning systems	11%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	8%
Strategic Meetings Management (SMM) tools	2%
Other	8%

Social Media Measurement Metrics and Platforms

The key social media metrics for consumer brands are social shares, total number of impressions across platforms and audience Instagram activity.

	%
Social media share (retweets, shares, friend likes) rates	72%
Total number of social impressions across all platforms	60%
Instagram photos posted to specific hashtag	48%
Facebook likes	45%
Facebook reach	43%
Social clicks	43%
Social engagement rates	40%
Social page views	33%
Facebook fans generated	30%
YouTube views	28%
Twitter fans generated	25%
Media equivalent value for social impressions	25%
Socially referred site traffic	18%
Klout score	2%
Other	2%
Not Applicable, don't use social media to measure	7%

Insight: Since 2018, 18% More Consumer Brands are Tracking Total Number of Social Impressions Across All Platforms

In 2018, 42% of consumer brands with event marketing programs indicated they were tracking the total number of social impressions across all platforms. The new survey finds this has increased to 60% today.

Single Most Effective Measurement Method

The survey asked brands for their single most effective measurement method. As seen in previous years the findings suggest there is no consensus on this issue.

	%
Pre- and post-event attendee satisfaction surveys	21%
Benchmarking against historical data	16%
Proprietary technology created ourselves	16%
Proprietary technology purchased from an agency or supplier	9%
Off-site social media monitoring	7%
Pre- and post-event sentiment and message retention surveys	5%
Net Promoter Score	5%
On-site staff armed with iPads and simple check-in or registration software	5%
Geo-location behavior tracking technologies: RFID, NFC, BLE	4%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	2%
On-site social media monitoring	2%
Simple on-site paper registration forms	2%
Other	7%

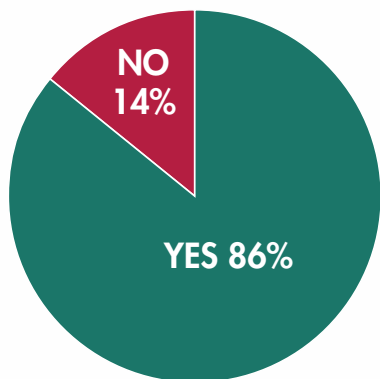
How Data, Insights and Analytics Are Used

Consumer brands are increasingly focused on trying to measure attendee engagement. Forty-seven percent of the consumer brand respondents selected this compared to 43% in the 2019 survey. Forty percent today are also tracking how attendees respond to the brand and key messaging.

	%
Our data collection tool offers us post-show analysis on how many attendees engaged, and in what way	47%
Our post-show surveys show us how attendees responded to our brand and key marketing messages	40%
Our post-show surveys show us how attendees enjoyed our event	33%
It's exported into spreadsheets our sales team uses for follow-up	23%
It's automatically merged into our CRM system for follow-up by our sales team	21%
Our data collection tool offers us real-time analytics so we can adjust on the fly	12%
We don't use the data collected	5%
Other	5%

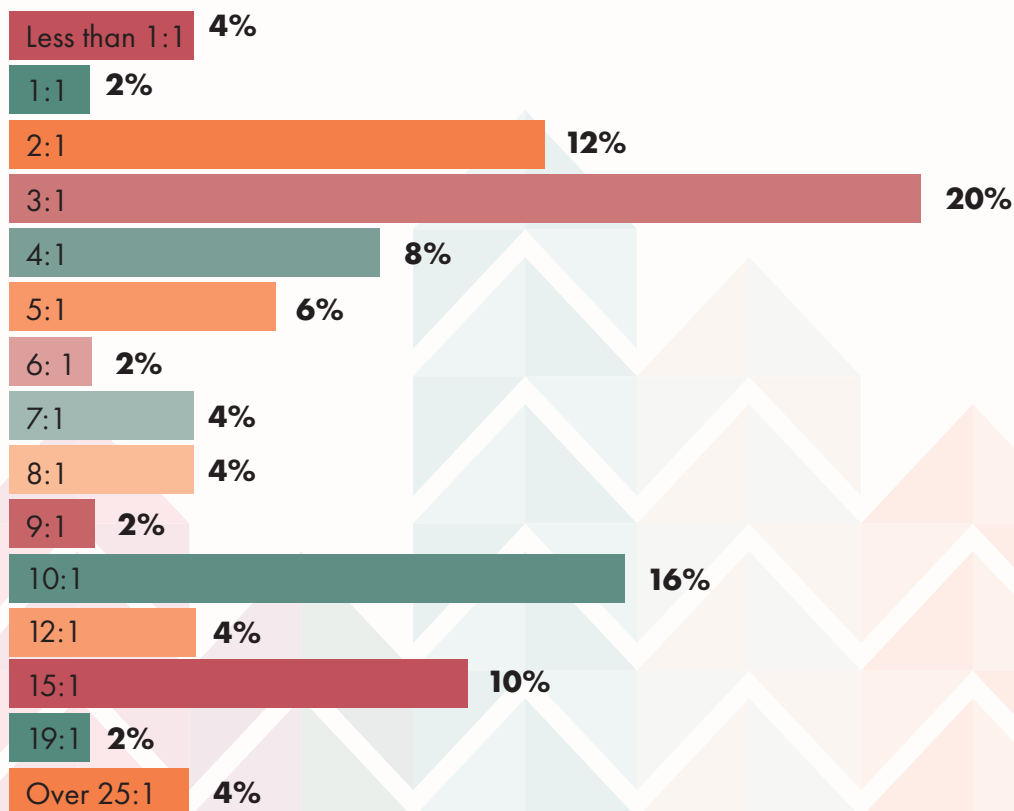
Is Future Event Strategy Based on Past Measurement Metrics?

The percentage of consumer brands that use their event metrics to plan future experiences and activations has remained the same over the past year at 86%.



ROI Ratio

Forty-six percent of consumer event marketers realize an ROI ratio of between 2:1 and 5:1, and an additional 36% say their return is 10:1 or greater.



Note, the ratios that received no responses have been taken out.

Post-Event Measurement Period

The survey asked: *How long do you actively measure consumer event and experience data and performance after an event?* Sixty-three percent of consumer brands (compared to 54% last year) have a three month measurement window.



Consumer: Most Used Types of Events and Experiences by Consumer Brands

The most often used types of events and experiences by consumer brands are sponsorship activations, influencer events and product launches. Over 30% of consumer brands run P.R. events, sample events, mobile tours, and have outdoor exhibits or pop-up stores or experiences.

	%
Sponsorship activations	72%
Influencer marketing events and experiences	63%
Product launch events	54%
P.R. events (used to generate media hits)	49%
Sampling events	45%
Mobile marketing tours	39%
Outdoor exhibits	37%
Pop-up stores	35%
College/campus marketing	29%
Multicultural events	28%
Nightlife events	27%
Guerrilla/street programs	25%
Retailtainment events	24%
Buzz/word-of-mouth programs	17%
Mall marketing	17%
Other	12%

Insight: The Percentage of Consumer Brands Planning Product Launch Events in 2020 Has Declined

The 2019 survey found that 68% of consumer brands were managing or planning to activate product launch events. The new survey found 54% of consumer brands are planning product launch events.

What B-to-B Brands Measure Across All Events

For b-to-b companies, total number of event visitors/attendees is the top metric and the second most often tracked key metric is ROI.

	%
Total number of visitors/attendees (throughput)	71%
Return on investment (ROI)	64%
Attendee satisfaction	63%
Leads generated at or as a result of the experience	61%
Sales generated as a result of the experience	49%
Attendee demographics	43%
Engagement in specific on-site demos or digital elements	42%
Sales generated within a defined time period at or after the experience	40%
Social media lift (measured as impressions) before, during and after the experience	39%
Digital engagement online before, during and after the event (digital body language)	38%
Social media lift (measured as sentiment) before, during and after the experience	35%
Dwell time (total time spent inside the activation)	33%
Return on objective (ROO)	33%
Movement patterns through the event or exhibit (event body language)	27%
Press impact	21%
Proof of prospects engaging at next level in sales funnel	20%
Attendee mindshare	19%
Customer acquisition cost	19%
Customer lifetime value	18%
Increases in employee retention numbers	7%
Increases in recruitment of top talent	2%
Other	2%

Insight: Attendee Satisfaction Metrics are Being Tracked by More b-to-b Companies

Attendee satisfaction metrics look to be gaining in importance to B-to-B event marketers as the percentage of respondents selecting this jumped to 63% in the new survey from 55% in 2019.

Most Used Measurement Tools and Approaches

Audience surveys, data from badge scanners and historical data benchmarking are the main measurement tools and approaches used by b-to-b companies.

	%
Pre- and post-event attendee satisfaction surveys	68%
Show-provided badge-scanning systems	54%
Benchmarking against historical data	51%
On-site staff armed with iPads and simple check-in or registration software	43%
Off-site social media monitoring	36%
On-site social media monitoring	30%
Pre and post-event sentiment and message retention surveys	28%
Net Promoter Score	25%
Geo-location behavior tracking technologies: RFID, NFC, BLE	21%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	20%
Proprietary technology we created ourselves	19%
Proprietary technology we purchased from an agency or supplier	19%
Predictive analytics (predicting behavior based on historical data)	17%
Simple on-site paper registration forms	7%
Strategic Meetings Management (SMM) tools	6%
Biometric tracking tools	1%
The HBS Toolkit (Harvard Business School interactive workbook)	0%
Other	2%

Social Media Measurement Metrics and Platforms

Similar to last year's survey, the only social media metric or platform that at least half of b-to-b brands track is social shares. Social engagement rates and total number of social impressions across platforms are tied as the second most often tracked social metrics.

	%
Social media share (retweets, shares, friend likes) rates	53%
Social engagement rates	39%
Total number of social impressions across all platforms	39%
Social page views	34%
Facebook likes	30%
Instagram photos posted to specific hashtag	29%
Twitter fans generated	27%
Social clicks	24%
Facebook fans generated	20%
Socially referred site traffic	18%
YouTube views	16%
Facebook reach	16%
Media equivalent value for social impressions	8%
Other	6%

Single Most Effective Measurement Method

Similar to the consumer brand findings, there is no consensus on the primary ways or metrics to measure in the b-to-b market. Although 33% of these companies say attendee satisfaction surveys are the most effective method.

	%
Pre- and post-event attendee satisfaction surveys	33%
Proprietary technology we created ourselves	14%
Show-provided badge-scanning systems	13%
Benchmarking against historical data	10%
Net Promoter Score	7%
Pre- and post-event sentiment and message retention surveys	6%
On-site staff armed with iPads and simple check-in or registration software	6%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	3%
Off-site social media monitoring	3%
Predictive analytics (predicting behavior based on historical data)	1%
Proprietary technology we purchased from an agency or supplier	1%
Strategic Meetings Management (SMM) tools	0%
The HBS Toolkit (Harvard Business School interactive workbook)	0%
On-site social media monitoring	0%
Simple on-site paper registration forms	0%
Geo-location behavior tracking technologies: RFID, NFC, BLE	0%
Biometric tracking tools	0%
Other	3%

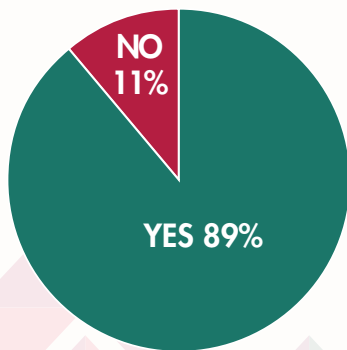
How Data, Insights and Analytics Are Used

Slightly more b-to-b event marketers are focused on using post-show surveys to see how well attendees enjoyed the event compared to the percentage of companies that have their business event data added to their CRM system and database.

	%
Our post-show surveys show us how attendees enjoyed our show	36%
It's automatically merged into our CRM system for follow-up by our sales team	35%
Our post-show surveys show us how attendees responded to our brand and key marketing messages	32%
Our data collection tool offers us post-show analysis on how many attendees engaged, and in what way	29%
It's exported into spreadsheets our sales team uses for follow-up	28%
Our data collection tool offers us real-time analytics so we can adjust on the fly	12%
We don't use the data collected	7%
Other	1%

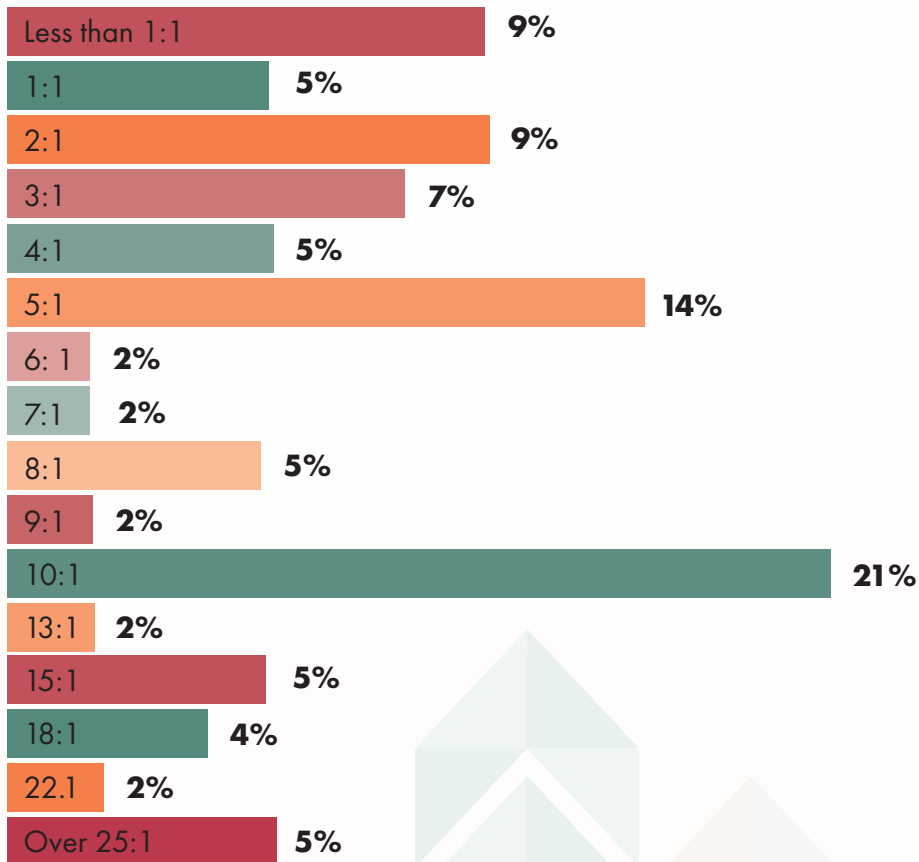
Is Future Event Strategy Based on Past Measurement Metrics?

Nearly nine out of 10 b-to-b event marketers use measurement metrics to inform their future event strategies.



ROI Ratio

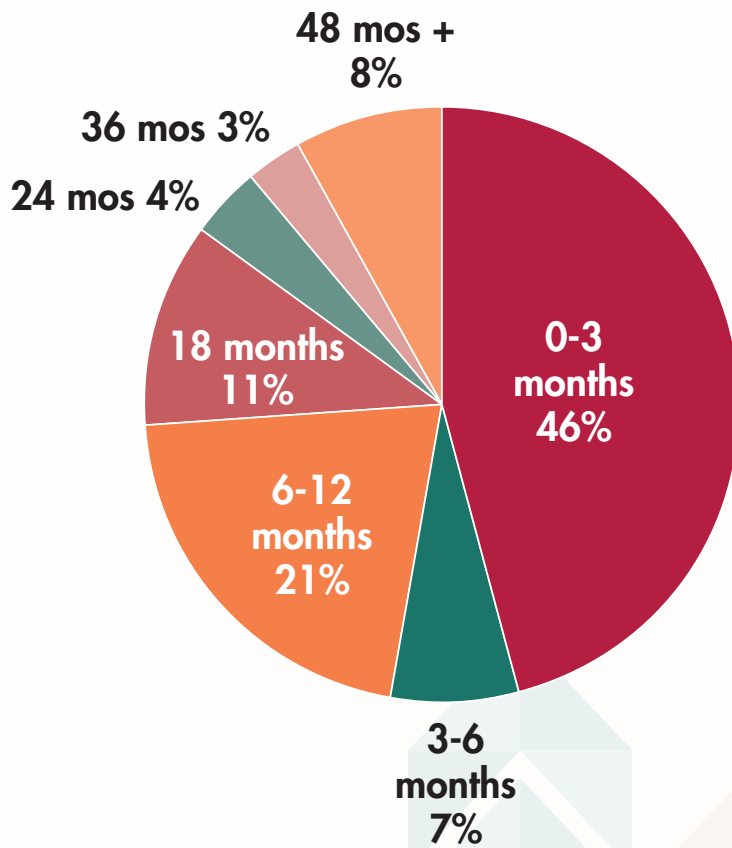
A total of 35% b-to-b event marketers see a return of between 2:1 to 5:1 from their event marketing programs. Thirty-nine percent expect a return of over 10 times, according to those b-to-b brands that have a formal ROI measurement process.



Note, the ratios that received no responses have been taken out.

Post-Event Measurement Period

Fifty-three percent of b-to-b event marketers have a post-event measurement tracking window under six months. This is similar to the findings in the 2019 surveys. Twenty-one percent track their event metrics for between six and twelve months.

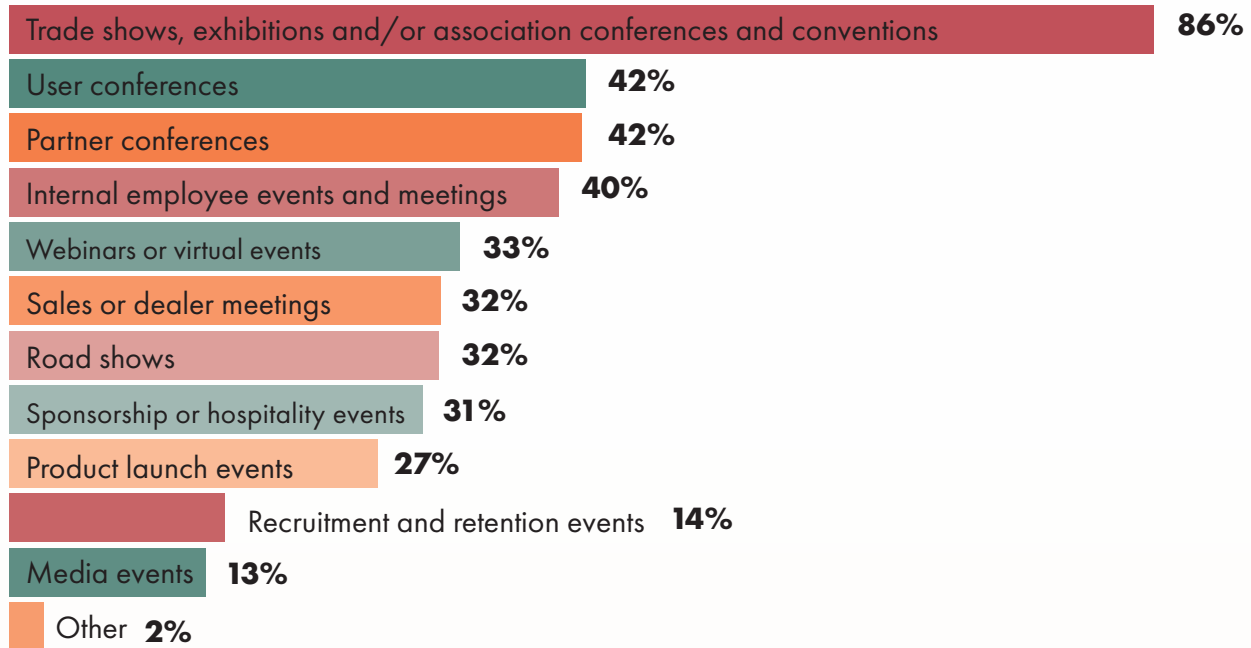


Insight: Over a Quarter of B-to-B Companies Measure Event Impact for Over 18 Months Post-Event

Twenty-six percent of b-to-b companies say they have a post-event measurement period that is 18 months or longer. Eleven percent measure for 36 months or longer.

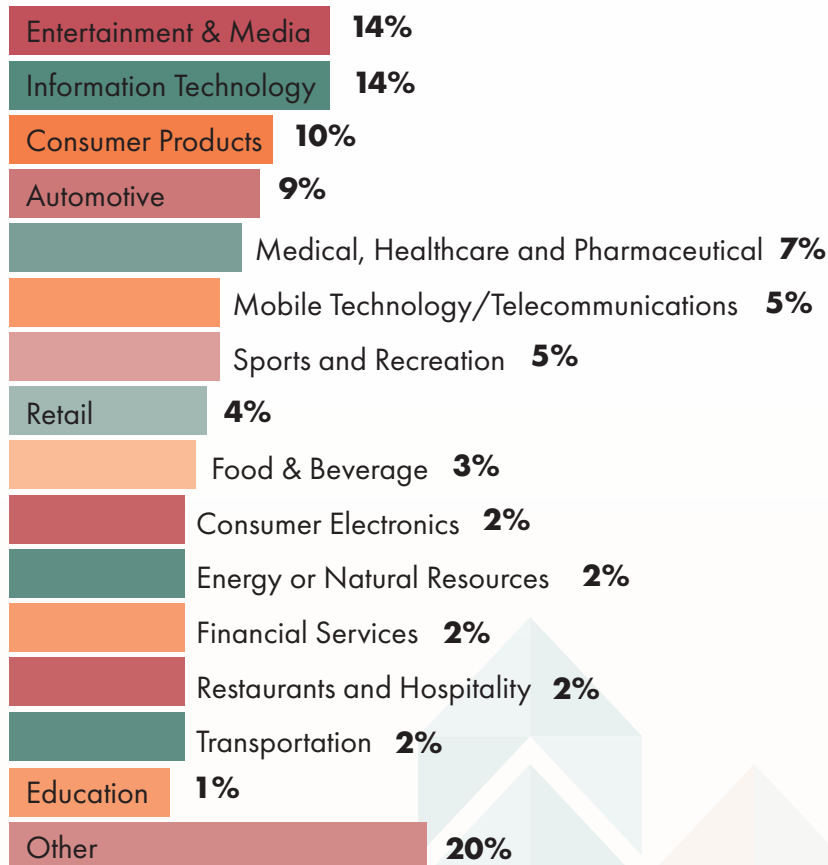
Most Used Types of Events and Experiences by B-to-B Brands

By far, b-to-b brands most often participate in trade shows and exhibitions. Forty percent or more run or participate in user and partner conferences and internal employee meetings.



In February and March 2020, *Event Marketer* conducted a survey of leading event marketing executives with a focus on large companies in both consumer and business-to-business markets. Leading agencies were also surveyed. The survey received over 200 responses.

Industry Sector



eventmarketer®

761 Main Avenue
Norwalk, CT 06855
Tel: 203.854.6730
www.eventmarketer.com

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