

THE 2021 GUIDE TO GETTING BACK TO LIVE



Scanalytics Inc.

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Objective: A global Pharmaceutical Company was exhibiting at an international trade show, and wanted to gather traffic and engagement data to measure the effectiveness of their event exhibit layout, observe attendee behavior while inside their space, and monitor visitors within specific areas of their booth.

Solution: In order to learn the most about their traffic and how engaging their booth and displays were, the Company deployed Scanalytics technology throughout their entire booth space, tracking movements over nearly 2,000 square feet. There were three entries into the space, as well as nine specific areas of interest.

Anonymously and non-invasively, Scanalytics tech monitored and reported on traffic, engagements, and the paths taken into and throughout their booth, capturing total visits, occupancy, engagements, engagement rates, and overall engagement times throughout the show.

Results: With help from Scanalytics, the Company was able to determine which product displays and areas of interest performed best in both capturing and holding attention of visitors during the 3-day show. They were also able to look at their booth, areas, and paths throughout to determine how their booth design could be altered to direct traffic to underperforming areas of interest.

Deployment Details:

- International Trade Show
- 2,000 square feet
- 3 Entryways
- 9 Areas of Interest

Project Details: The 3-day event brought together many large healthcare and pharmaceutical companies and nonprofit organizations from around the world, and focused on important discoveries and updates in the healthcare industry.

With three entry areas, a stage, and nine areas of interest (Aoi) ranging product displays and videos to charging stations and a hospitality counter, the Company received both broad and granular data from areas throughout their booth:

Analytics and Data

- Entry and exits breakdowns
- Visits and engagements per Area of Interest
- Dwell time in each zone or product area
- Effect of events at show on booth traffic
- Occupancy throughout the booth
- Heat Maps throughout the booth



Product and Booth Insights

- The effectiveness of their space design
- Overall interest in new products
- Product visits vs. product engagements
- Effect of event schedule on booth performance

