EXPERIENTIAL INTELLIGENCE REPORTS

The 2019 Measurement Benchmarking Report

The only annual study on how brands are measuring the ROI of experiential marketing

In-depth data on:

+ What event marketers are measuring at b-to-b and b-to-c events

+ How b-to-b and b-to-c event marketers are measuring 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

PRODUCED BY
eventmarketer

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EXPERIENTIAL INTELLIGENCE REPORT

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EXPERIENTIAL INTELLIGENCE REPORT

THE 2019 MEASUREMENT BENCHMARKING REPORT

The only annual study on how brands are measuring the ROI of experiential marketing

Welcome to the fourth annual Event Measurement Benchmarking report—the only comprehensive study to quantify what event marketers measure at events and experiences, how they measure it and what they consider to be the most effective measurement and ROI tracking methods. The study provides detailed measurement benchmarks and practices broken out for consumer and business-to-business events. To add value, data from 2017, 2018 and the new survey are compared 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 contributions to the study.
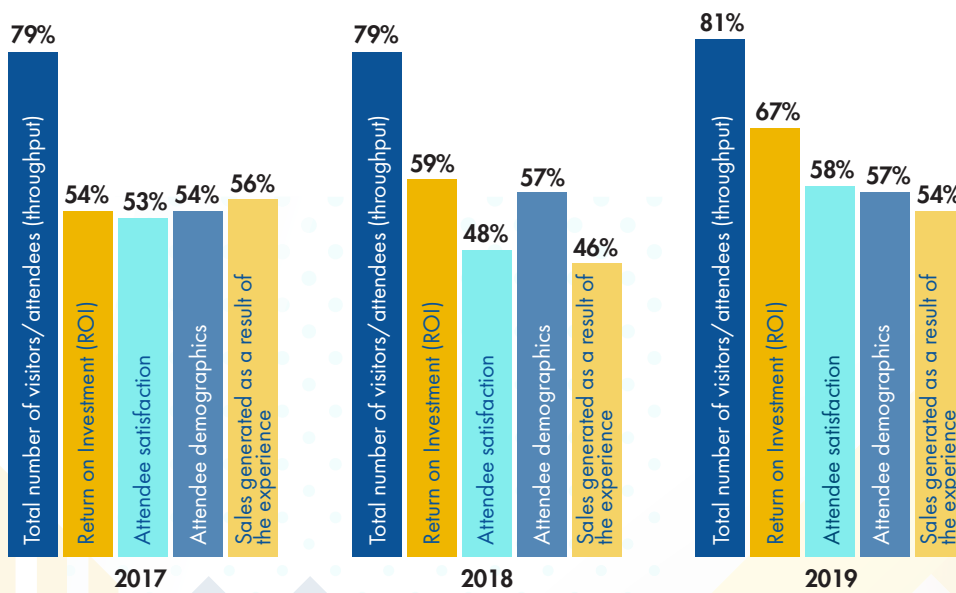
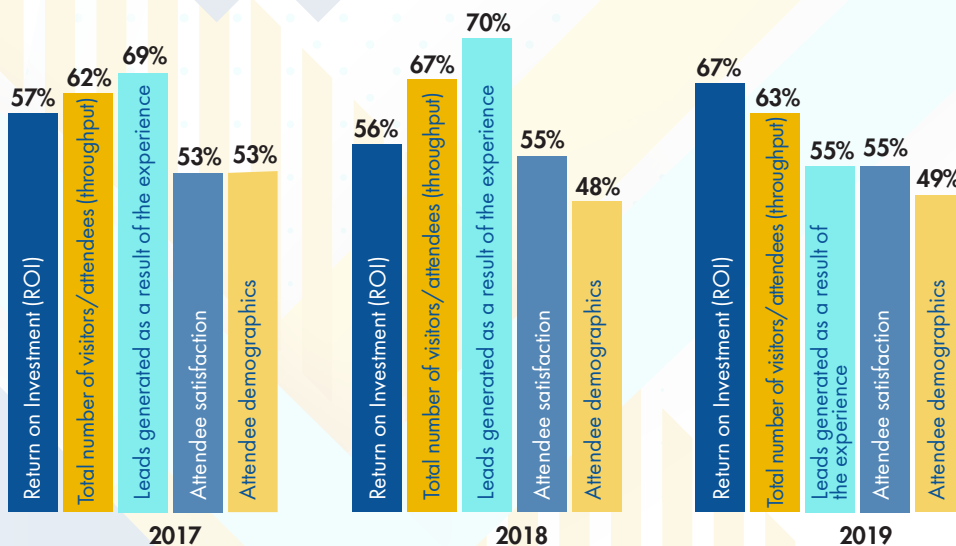eventmarketer

EXPERIENTIAL INTELLIGENCE REPORT

What Brands Measure Across All Events, Experiences & Activations: Consumer and B-to-B

The most often tracked metric for consumer brands is total number of event visitors/attendees, and this has been consistent for the past three years. For consumer brands, tracking social media lift, measured as impressions, has become less important over the past year. For business-to-business companies, there has been a change over the past year. According to the new survey data, the top metric is ROI. The most often selected metric found in the 2018 survey was leads generated. This change suggests business-to-business event marketers are analyzing their leads more effectively over time to gauge a more accurate ROI assessment.

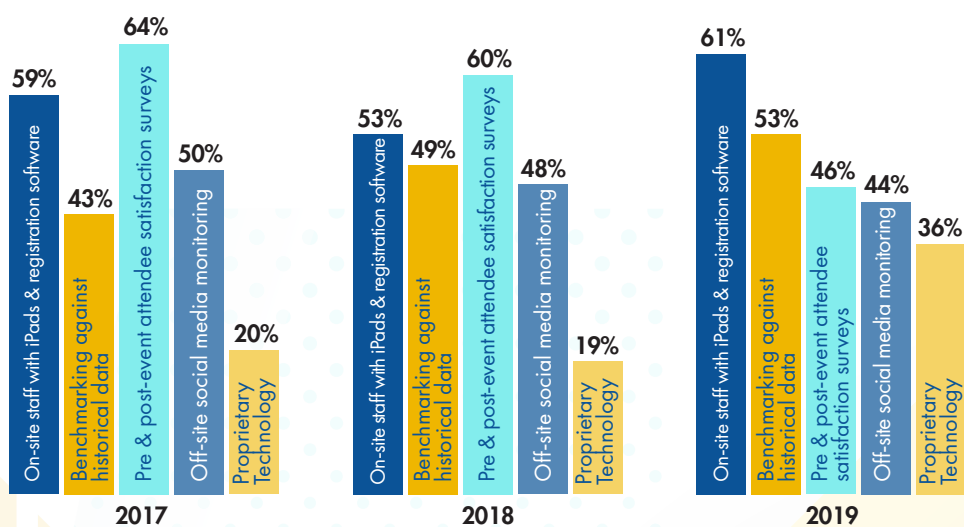### Consumer Events: Top Measurement Metrics

2017
- Total number of visitors/attendees (throughput): 79%
- Return on Investment (ROI): 54%
- Attendee satisfaction: 53%
- Attendee demographics: 54%
- Sales generated as a result of the experience: 56%

2018
- Total number of visitors/attendees (throughput): 79%
- Return on Investment (ROI): 59%
- Attendee satisfaction: 48%
- Attendee demographics: 57%
- Sales generated as a result of the experience: 46%

2019
- Total number of visitors/attendees (throughput): 81%
- Return on Investment (ROI): 67%
- Attendee satisfaction: 58%
- Attendee demographics: 57%
- Sales generated as a result of the experience: 54%

B-to-B Events: Top Measurement Metrics

2017
- Return on Investment (ROI): 57%
- Total number of visitors/attendees (throughput): 62%
- Leads generated as a result of the experience: 69%
- Attendee satisfaction: 53%
- Attendee demographics: 53%

2018
- Return on Investment (ROI): 56%
- Total number of visitors/attendees (throughput): 67%
- Leads generated as a result of the experience: 70%
- Attendee satisfaction: 55%
- Attendee demographics: 48%

2019
- Return on Investment (ROI): 67%
- Total number of visitors/attendees (throughput): 63%
- Leads generated as a result of the experience: 55%
- Attendee satisfaction: 55%
- Attendee demographics: 49%
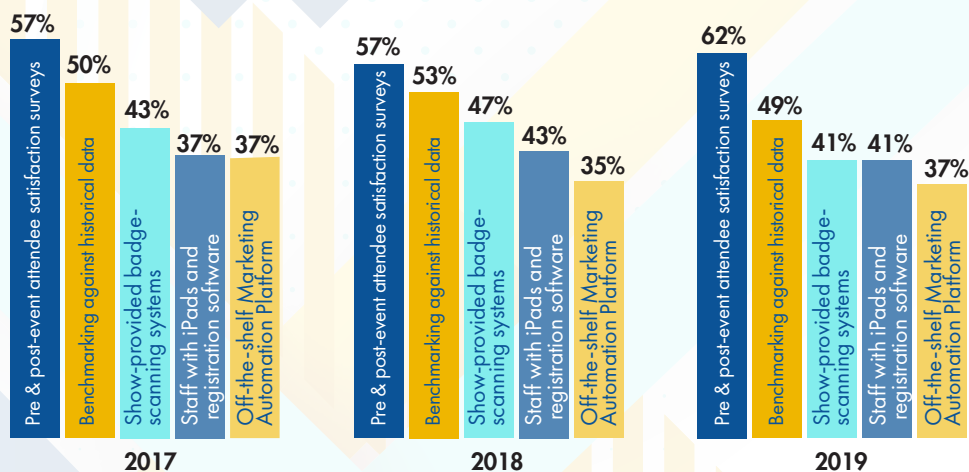
EXPERIENTIAL INTELLIGENCE REPORT

Most Often Used Measurement Tools and Approaches

Staff with iPads or other devices has increased in importance for consumer brands in the past year. This approach is the most used tool for measurement, according to consumer brands. The second most often used measurement tool by consumer brands is benchmarking against historical data. For business-to-business brands, attendee surveys remain the primary measurement method.

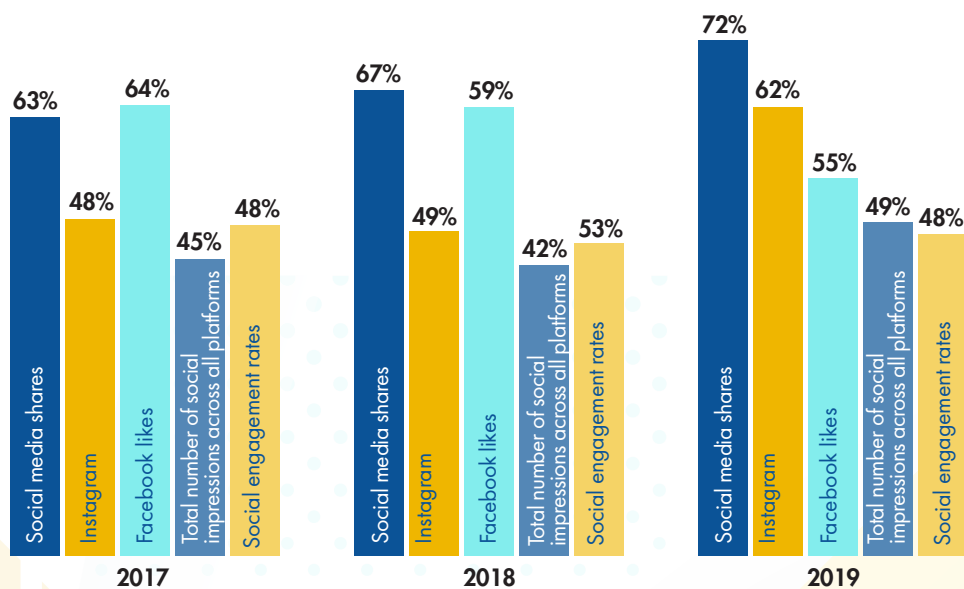## Consumer Events: Top Measurement Tools and Approaches

2017
- On-site staff with iPads & registration software — 59%
- Benchmarking against historical data — 43%
- Pre & post-event attendee satisfaction surveys — 64%
- Off-site social media monitoring — 50%
- Proprietary Technology — 20%

2018
- On-site staff with iPads & registration software — 53%
- Benchmarking against historical data — 49%
- Pre & post-event attendee satisfaction surveys — 60%
- Off-site social media monitoring — 48%
- Proprietary Technology — 19%

2019
- On-site staff with iPads & registration software — 61%
- Benchmarking against historical data — 53%
- Pre & post-event attendee satisfaction surveys — 46%
- Off-site social media monitoring — 44%
- Proprietary Technology — 36%

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

2017
- Pre & post-event attendee satisfaction surveys — 57%
- Benchmarking against historical data — 50%
- Show-provided badge-scanning systems — 43%
- Staff with iPads and registration software — 37%
- Off-the-shelf Marketing Automation Platform — 37%

2018
- Pre & post-event attendee satisfaction surveys — 57%
- Benchmarking against historical data — 53%
- Show-provided badge-scanning systems — 47%
- Staff with iPads and registration software — 43%
- Off-the-shelf Marketing Automation Platform — 35%

2019
- Pre & post-event attendee satisfaction surveys — 62%
- Benchmarking against historical data — 49%
- Show-provided badge-scanning systems — 41%
- Staff with iPads and registration software — 41%
- Off-the-shelf Marketing Automation Platform — 37%
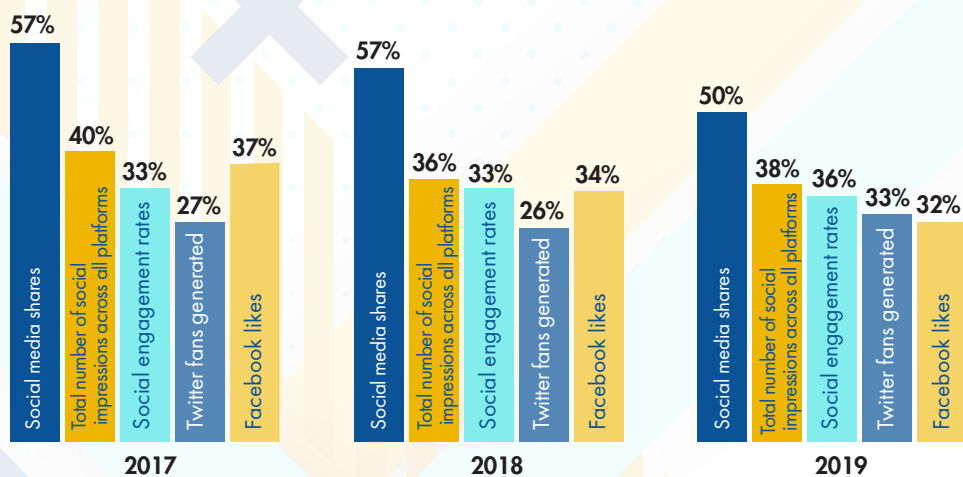
EXPERIENTIAL INTELLIGENCE REPORT

Social Media Measurement Metrics and Platforms

Overall, social media shares remains the top metric tracked by both consumer and business-to-business brands, according to the survey respondents. The second key metric for consumer brands is Instagram posts. The second key metric for business-to-business event marketers is the total number of social impressions across all platforms.
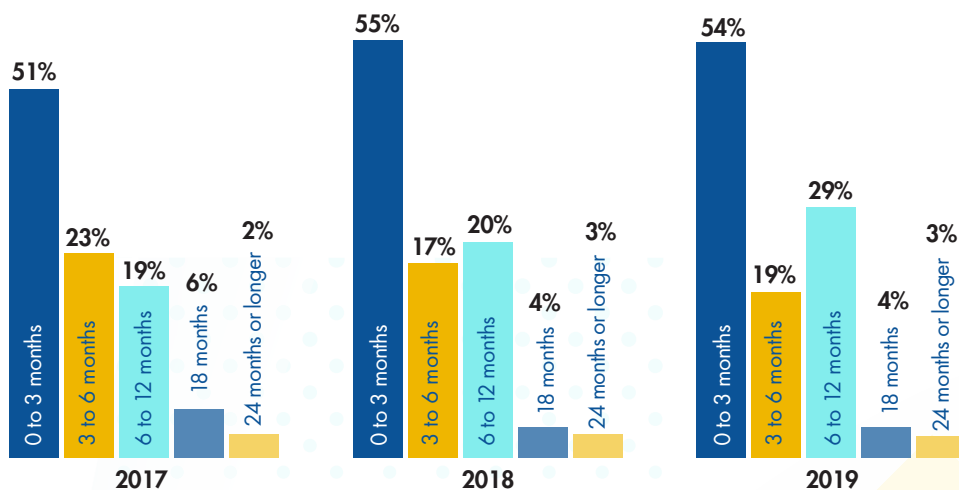
Consumer Events: Top Five Social Metrics

2017
- Social media shares: 63%
- Instagram: 48%
- Facebook likes: 64%
- Total number of social impressions across all platforms: 45%
- Social engagement rates: 48%

2018
- Social media shares: 67%
- Instagram: 49%
- Facebook likes: 59%
- Total number of social impressions across all platforms: 42%
- Social engagement rates: 53%

2019
- Social media shares: 72%
- Instagram: 62%
- Facebook likes: 55%
- Total number of social impressions across all platforms: 49%
- Social engagement rates: 48%

B-to-B Events: Top Five Social Metrics

2017
- Social media shares: 57%
- Total number of social impressions across all platforms: 40%
- Social engagement rates: 33%
- Twitter fans generated: 27%
- Facebook likes: 37%

2018
- Social media shares: 57%
- Total number of social impressions across all platforms: 36%
- Social engagement rates: 33%
- Twitter fans generated: 26%
- Facebook likes: 34%

2019
- Social media shares: 50%
- Total number of social impressions across all platforms: 38%
- Social engagement rates: 36%
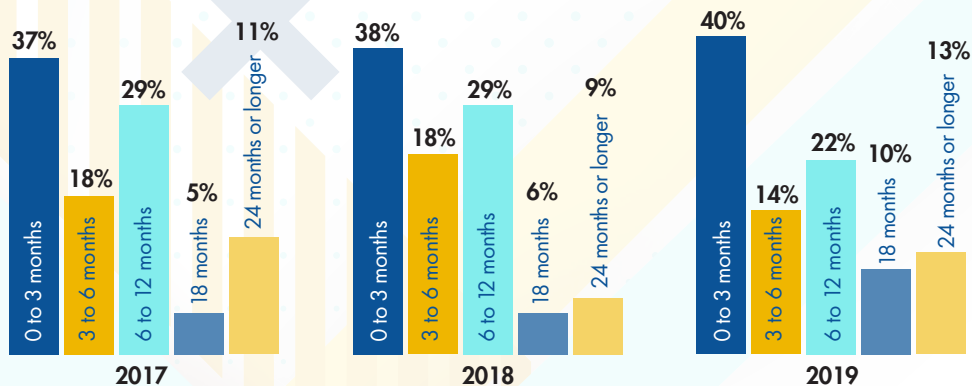- Twitter fans generated: 33%
- Facebook likes: 32%

Post-Event Measurement Period

Business-to-business event marketers have a longer measurement period than consumer brands. Yet both the consumer and business-to-business findings this year suggest both types of companies are extending their measurement over longer time periods.

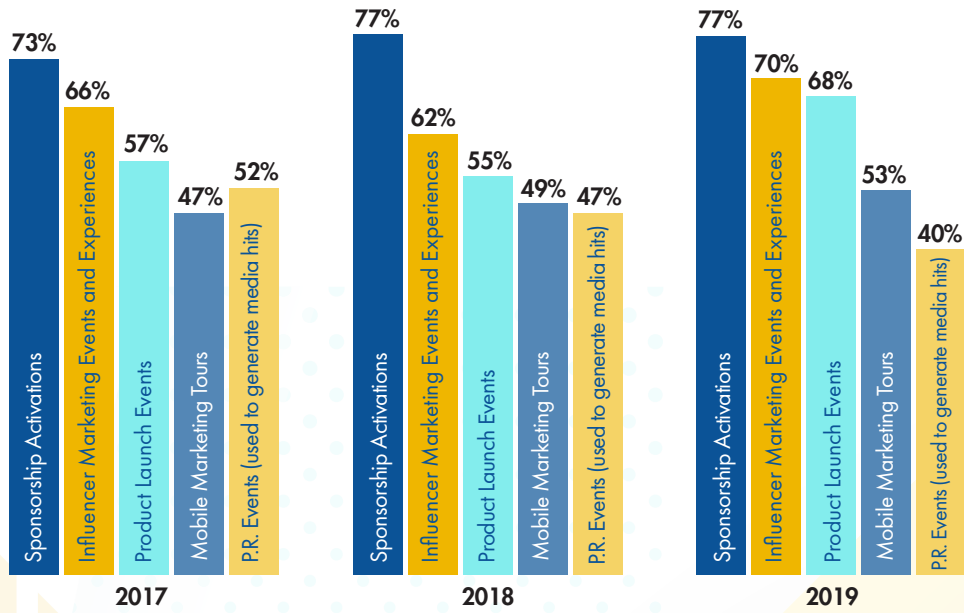### Consumer Brands: Measurement Periods 2017 to 2019 Comparison

2017
- 0 to 3 months: 51%
- 3 to 6 months: 23%
- 6 to 12 months: 19%
- 18 months: 6%
- 24 months or longer: 2%

2018
- 0 to 3 months: 55%
- 3 to 6 months: 17%
- 6 to 12 months: 20%
- 18 months: 4%
- 24 months or longer: 3%

2019
- 0 to 3 months: 54%
- 3 to 6 months: 19%
- 6 to 12 months: 29%
- 18 months: 4%
- 24 months or longer: 3%

B-to-B Brands: Measurement Periods 2017 to 2019 Comparison

2017
- 0 to 3 months: 37%
- 3 to 6 months: 18%
- 6 to 12 months: 29%
- 18 months: 5%
- 24 months or longer: 11%

2018
- 0 to 3 months: 38%
- 3 to 6 months: 18%
- 6 to 12 months: 29%
- 18 months: 6%
- 24 months or longer: 9%

2019
- 0 to 3 months: 40%
- 3 to 6 months: 14%
- 6 to 12 months: 22%
- 18 months: 10%
- 24 months or longer: 13%

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

Consumer brands are focused on sponsorship activations and influencer events and experiences, as well as product launches. In fact, the percentage of consumer brands using events for product launches increased in the past year, from 55% to 68%. Business-to-business event marketers still primarily participate in trade shows and exhibitions.

Consumer Events: Top Five

2017
- 73% Sponsorship Activations
- 66% Influencer Marketing Events and Experiences
- 57% Product Launch Events
- 47% Mobile Marketing Tours
- 52% P.R. Events (used to generate media hits)

2018
- 77% Sponsorship Activations
- 62% Influencer Marketing Events and Experiences
- 55% Product Launch Events
- 49% Mobile Marketing Tours
- 47% P.R. Events (used to generate media hits)

2019
- 77% Sponsorship Activations
- 70% Influencer Marketing Events and Experiences
- 68% Product Launch Events
- 53% Mobile Marketing Tours
- 40% P.R. Events (used to generate media hits)

Business Events: Top Five

2017
- 86% Trade Shows and Exhibitions
- 41% Partner Conferences
- 37% Sponsorship or Hospitality Activations
- 41% Internal Employee Events & Meetings
- 40% Product Launch Events

2018
- 85% Trade Shows and Exhibitions
- 42% Partner Conferences
- 37% Sponsorship or Hospitality Activations
- 44% Internal Employee Events & Meetings
- 46% Product Launch Events

2019
- 83% Trade Shows and Exhibitions
- 38% Partner Conferences
- 38% Sponsorship or Hospitality Activations
- 38% Internal Employee Events & Meetings
- 36% Product Launch Events

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

The top event metric tracked by consumer brands is total number of visitors and attendees, which was selected by 81% of the respondents, up from 79% found in last year's survey. The second key metric is ROI, followed by attendee satisfaction. Over half of consumer brands also track attendee demographics and sales generated as a result of the experience.

	%
Total number of visitors/attendees (throughput)	81%
Return on Investment (ROI)	67%
Attendee satisfaction	58%
Attendee demographics	57%
Sales generated as a result of the experience	54%
Engagement in specific on-site demos or digital elements	47%
Sales generated within a defined time period at or after the experience	47%
Leads generated at or as a result of the experience	46%
Social media lift (measured as impressions) before, during and after the experience	43%
Dwell time (total time spent inside the activation)	39%
Social media lift (measured as sentiment) before, during and after the experience	38%
Return on objective (ROO)	36%
Digital engagement online before, during and after the event (digital body language)	31%
Coupon redemption	28%
Proof of prospects engaging at next level in sales funnel	25%
Press impact	25%
Customer acquisition cost	25%
Attendee mindshare	21%
Movement patterns through the event or exhibit (event body language)	18%
Customer lifetime value	13%
Other	3%

Most Used Measurement Tools and Approaches

The top two measurement tools and approaches, both selected by over half of the consumer brand respondents, are staff with iPads or other devices and benchmarking against historical data. Over 40% of consumer brands are deploying attendee satisfaction surveys and off-site social media monitoring as part of their measurement process.

	%
On-site staff armed with iPads and simple check-in or registration software	61%
Benchmarking against historical data	53%
Pre and post-event attendee satisfaction surveys	46%
Off-site social media monitoring	44%
Proprietary technology we purchased from an agency or supplier	36%
On-site social media monitoring	34%
Pre and post-event sentiment and message retention surveys	24%
Geo-location behavior tracking technologies: RFID, NCF, BLE	23%
Net Promoter Score	21%
Proprietary technology we created ourselves	19%
Simple on-site paper registration forms	19%
Predictive analytics (predicting behavior based on historical data)	14%
Show-provided badge-scanning systems	11%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	7%
Strategic Meetings Management (SMM) tools	6%
The HBS Toolkit (Harvard Business School interactive workbook)	3%
Other	9%

Social Media Measurement Metrics and Platforms

The survey asked: "If you use social media to measure consumer events and experiences, what specific social metrics do you track?" The top three metrics used by consumer brands are social media shares, Instagram posts and Facebook likes. This ranking differs from the 2018 survey which found the top three were Facebook likes, social media shares and social engagement rates. These one-year differences show that social media use as part of measurement is still changing and in flux.

	%
Social media share (retweets, shares, friend likes) rates	72%
Instagram photos posted to specific hashtag	62%
Facebook likes	55%
Total number of social impressions across all platforms	49%
Social engagement rates	48%
Social clicks	40%
Facebook reach	38%
Social page views	35%
Facebook fans generated	32%
Twitter fans generated	28%
YouTube views	22%
Media equivalent value for social impressions	22%
Socially referred site traffic	15%
Klout score	5%
Other	0%
Not Applicable, don't use social media to measure	12%

Single Most Effective Measurement Method

The survey asked about the single most effective measurement method and approach used by brands. While 18% of consumer brands say the most effective method is providing on-site staff with iPads and check-in or registration software, there's an interesting mix of opinion and practice.

	%
On-site staff armed with iPads and simple check-in or registration software	18%
Proprietary technology we purchased from an agency or supplier	14%
Pre and post-event sentiment and message retention surveys	11%
Benchmarking against historical data	11%
Other (please specify)	11%
Pre and post-event attendee satisfaction surveys	9%
Off-site social media monitoring	6%
Geo-location behavior tracking technologies: RFID, NCF, BLE	5%
Net Promoter Score	3%
Predictive analytics (predicting behavior based on historical data)	3%
Proprietary technology we created ourselves	3%
On-site social media monitoring	3%
Simple on-site paper registration forms	3%
Strategic Meetings Management (SMM) tools	2%

Insight: There's No Standard Event Measurement Approach

There is still no standard event measurement approach. In fact, the standard method is to use a number of methods and metrics.

How Data, Insights and Analytics are Used

Consumer brands are increasingly focused on trying to measure attendee engagement. Secondarily, they are also focused on tracking how attendees responded to brand and key marketing messages.

	%
Our data collection tool offers us post-show analysis on how many attendees engaged, and in what way	43%
Our post-show surveys show us how attendees responded to our brand and key marketing messages	35%
Our post-show surveys show us how attendees enjoyed our event	30%
It's automatically merged into our CRM system for follow-up by our sales team	26%
It's exported into spreadsheets our sales team uses for follow-up	22%
Our data collection tool offers us real-time analytics so we can adjust on the fly	19%
We don't use the data collected	17%
Other	6%

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 increased slightly over the year, from 84% last year to 86% in the new survey.
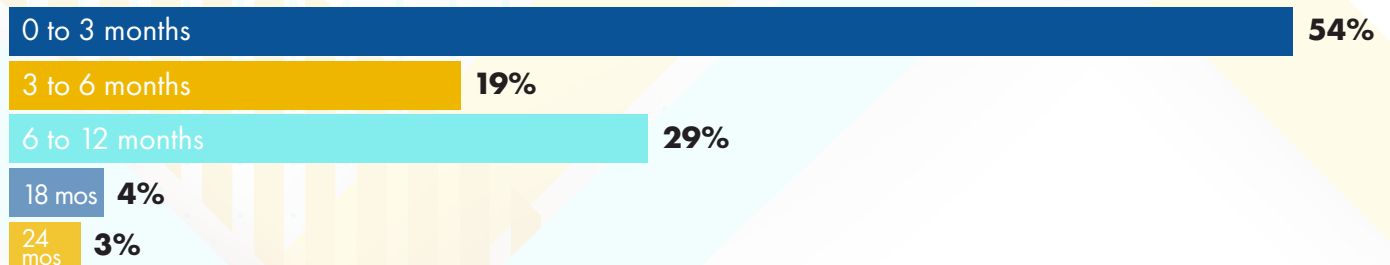
NO
14%

YES
86%
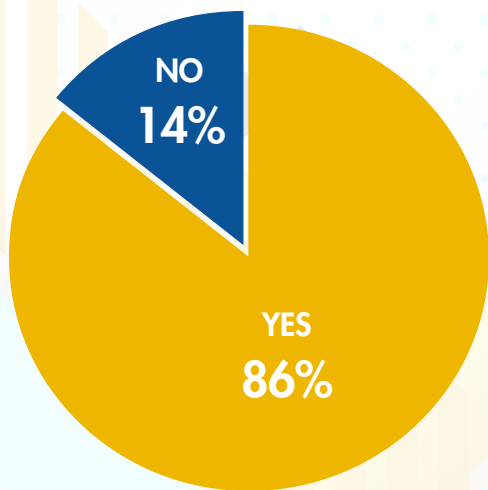
ROI Ratio

Forty-seven percent of consumer event marketers realize an ROI ratio of between 2:1 and 5:1. An additional 36% say their return is 10:1 or greater.
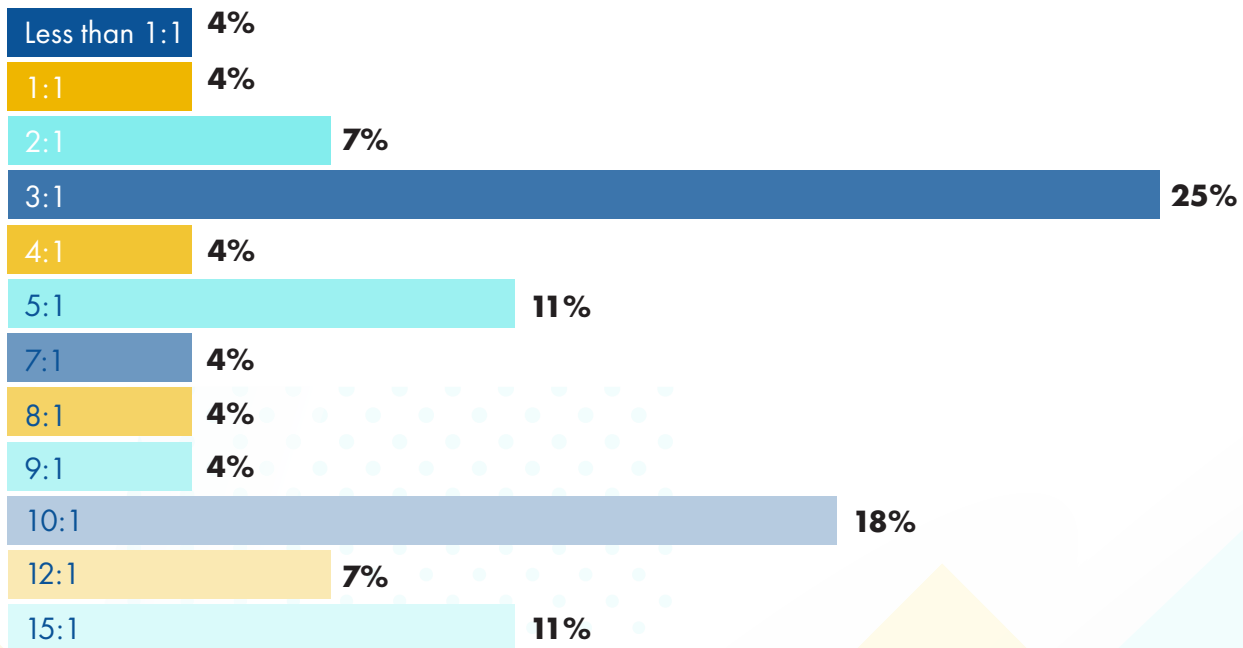
Less than 1:1	**4%**
1:1	**4%**
2:1	**7%**
3:1	**25%**
4:1	**4%**
5:1	**11%**
7:1	**4%**
8:1	**4%**
9:1	**4%**
10:1	**18%**
12:1	**7%**
15:1	**11%**

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

Post-Event Measurement Period

The survey question was: "How long do you actively measure consumer event and experience data and performance after an event?" Fifty-four percent of consumer brands have a three month measurement window.

0 to 3 months	**54%**
3 to 6 months	**19%**
6 to 12 months	**29%**
18 mos	**4%**
24 mos	**3%**

EXPERIENTIAL INTELLIGENCE REPORT

Most Used Types of Events and Experiences by Consumer Brands

The top five most often executed events and experiences by consumer brands are sponsorship activations, influencer events, product launch events, sampling events and mobile marketing tours. Over 30% of consumer brands are also using P.R. events, pop-up stores, outdoor exhibits and guerrilla/street programs.

	%
Sponsorship Activations	77%
Influencer Marketing Events and Experiences	70%
Product Launch Events	68%
Sampling Events	56%
Mobile Marketing Tours	53%
P.R. Events (used to generate media hits)	40%
Pop-Up Stores	39%
Outdoor Exhibits	36%
Guerrilla/Street Programs	32%
Retailtainment Events	26%
College/Campus Marketing	26%
Nightlife Events	26%
Multicultural Events	26%
Buzz/Word-of-Mouth Programs	21%
Mall Marketing	18%
Other	5%

What B-to-B Brands Measure Across All Events

There has been a change over the past year for business-to-business companies that use events. According to the new survey data, the top measurement metric is ROI. This compares to leads generated, which was the most often selected metric found in the 2018 survey. This change suggests business-to-business event marketers are analyzing their leads more effectively over time to gauge a more accurate ROI assessment.

	%
Return on Investment (ROI)	67%
Total number of visitors/attendees (throughput)	63%
Leads generated at or as a result of the experience	55%
Attendee satisfaction	55%
Attendee demographics	49%
Sales generated as a result of the experience	47%
Digital engagement online before, during and after the event (digital body language)	40%
Engagement in specific on-site demos or digital elements	40%
Social media lift (measured as impressions) before, during and after the experience	38%
Sales generated within a defined time period at or after the experience	35%
Proof of prospects engaging at next level in sales funnel	33%
Return on objective (ROO)	32%
Press impact	23%
Customer acquisition cost	22%
Customer lifetime value	22%
Social media lift (measured as sentiment) before, during and after the experience	21%
Attendee mindshare	21%
Movement patterns through the event or exhibit (event body language)	19%
Dwell time (total time spent inside the activation)	14%
Increases in employee retention numbers	6%
Increases in recruitment of top talent	4%
Other	6%

Insight: Social Media is Still a Secondary or Tertiary Metric for Business-to-Business Brands

A relatively small percentage of business-to-business brands use social media as a core part of their measurement process. For example, only 38% say they track social media lift measured as impressions before, during and after their events and experiences.

Most Used Measurement Tools & Approaches

The measurement tools and approaches most often used by business-to-business brands are surveys, benchmarking for historical data comparisons and data from badge scanners.

	%
Pre and post-event attendee satisfaction surveys	62%
Benchmarking against historical data	49%
Show-provided badge-scanning systems	41%
On-site staff armed with iPads and simple check-in or registration software	41%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	37%
Off-site social media monitoring	32%
Net Promoter Score	30%
On-site social media monitoring	30%
Pre and post-event sentiment and message retention surveys	29%
Proprietary technology we created ourselves	27%
Predictive analytics (predicting behavior based on historical data)	24%
Proprietary technology we purchased from an agency or supplier	20%
Geo-location behavior tracking technologies: RFID, NCF, BLE	20%
Strategic Meetings Management (SMM) tools	14%
Simple on-site paper registration forms	9%
Other	6%

Social Media Measurement Metrics and Platforms

The only social media metric or platform that at least half of business-to-business brands track is total social shares. The second most common metric is total number of impressions across all platforms.

	%
Social media share (retweets, shares, friend likes) rates	50%
Total number of social impressions across all platforms	38%
Social engagement rates	36%
Twitter fans generated	33%
Facebook likes	32%
Social page views	28%
Social clicks	28%
Instagram photos posted to specific hashtag	26%
Socially referred site traffic	25%
Facebook fans generated	22%
YouTube views	17%
Facebook reach	16%
Media equivalent value for social impressions	9%
Klout score	1%
Other	1%
Not Applicable, don't use social media to measure	26%

Single Most Effective Measurement Method

The survey question was: "Which single measurement method has been proven most effective in quantifying the success of your business-to-business events?" Similar to the consumer brand findings, there is no consensus on the primary ways or metrics to measure.

|	%
Pre and post-event attendee satisfaction surveys	27%
Benchmarking against historical data	11%
Proprietary technology we created ourselves	11%
Pre and post-event sentiment and message retention surveys	8%
Off-the-shelf Marketing Automation Platform (Eloqua, Marketo and others)	8%
Proprietary technology we purchased from an agency or supplier	5%
Geo-location behavior tracking technologies: RFID, NCF, BLE	5%
Net Promoter Score	4%
Predictive analytics (predicting behavior based on historical data)	4%
On-site staff armed with iPads and simple check-in or registration software	4%
Show-provided badge-scanning systems	3%
Off-site social media monitoring	1%
On-site social media monitoring	1%
Other	5%

How Data, Insights & Analytics are Used

Similar to consumer brands, business-to-business companies are increasing their focus on measuring attendee engagement patterns.

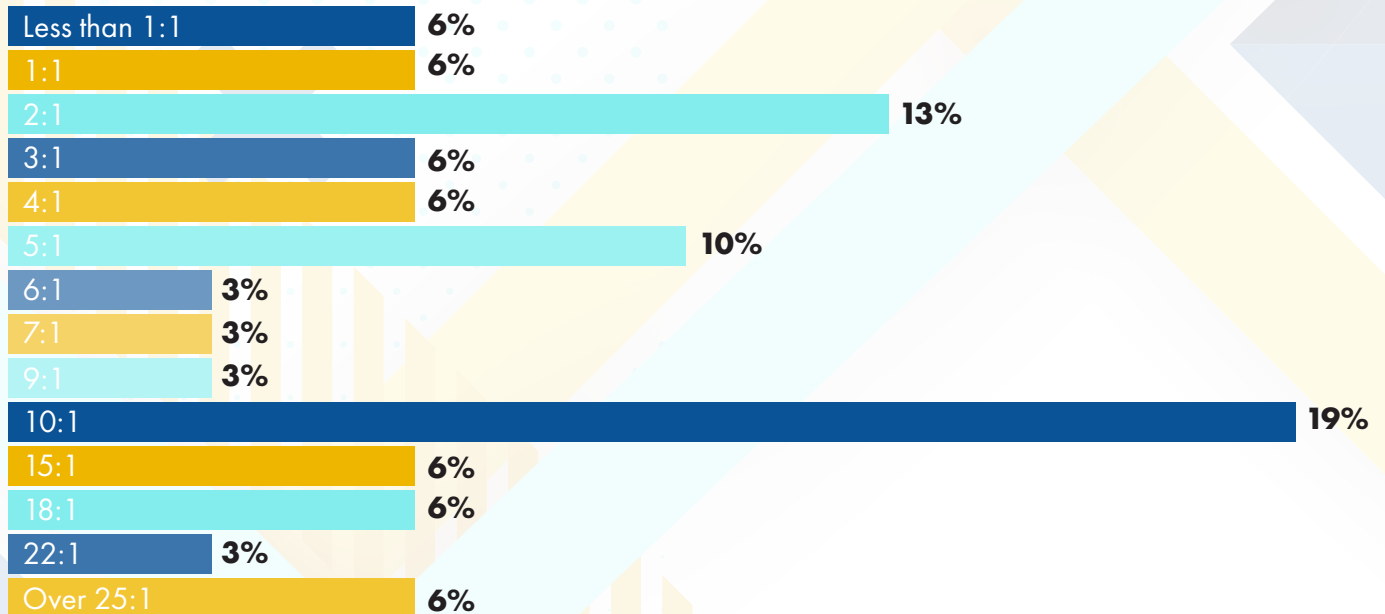|	%
Our data collection tool offers us post-show analysis on how many attendees engaged, and in what way	44%
It's automatically merged into our CRM system for follow-up by our sales team	40%
Our post-show surveys show us how attendees enjoyed our show	35%
Our post-show surveys show us how attendees responded to our brand and key marketing messages	32%
It's exported into spreadsheets our sales team uses for follow-up	25%
Our data collection tool offers us real-time analytics so we can adjust on the fly	13%
We don't use the data collected	8%
Other	3%

Is Future Event Strategy Based on Past Measurement Metrics?

A slightly higher percentage of business-to-business event marketers (89%) compared to consumer brands (86%) use measurement metrics to inform their future event strategies.
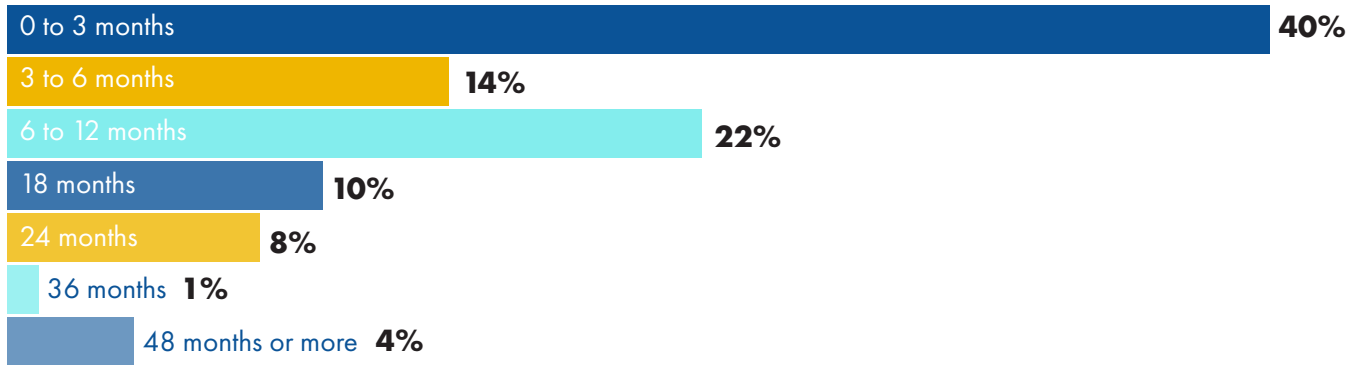
NO
11%

YES
89%
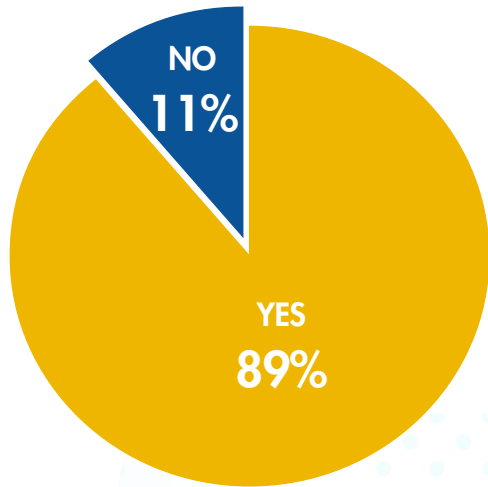
ROI Ratio

A total of 35% of business-to-business event marketers see a return of between 2:1 to 5:1 from their event marketing programs. And 40% realize a return of over 10 times, according to those brands that have a formal ROI measurement process.

Ratio	Percentage
Less than 1:1	6%
1:1	6%
2:1	13%
3:1	6%
4:1	6%
5:1	10%
6:1	3%
7:1	3%
9:1	3%
10:1	19%
15:1	6%
18:1	6%
22:1	3%
Over 25:1	6%

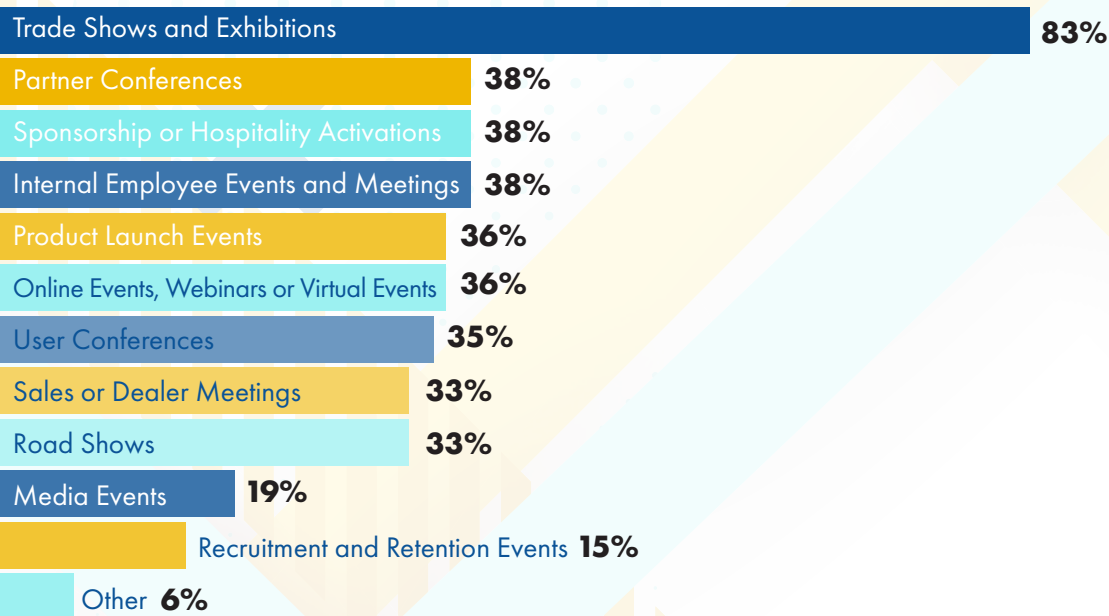Note, the ratios that received no responses have been taken out.

Post-Event Measurement Period

Fifty-four percent of business-to-business event marketers have a post-event measurement tracking window under six months. Twenty-two percent track their event metrics for between six and 12 months.

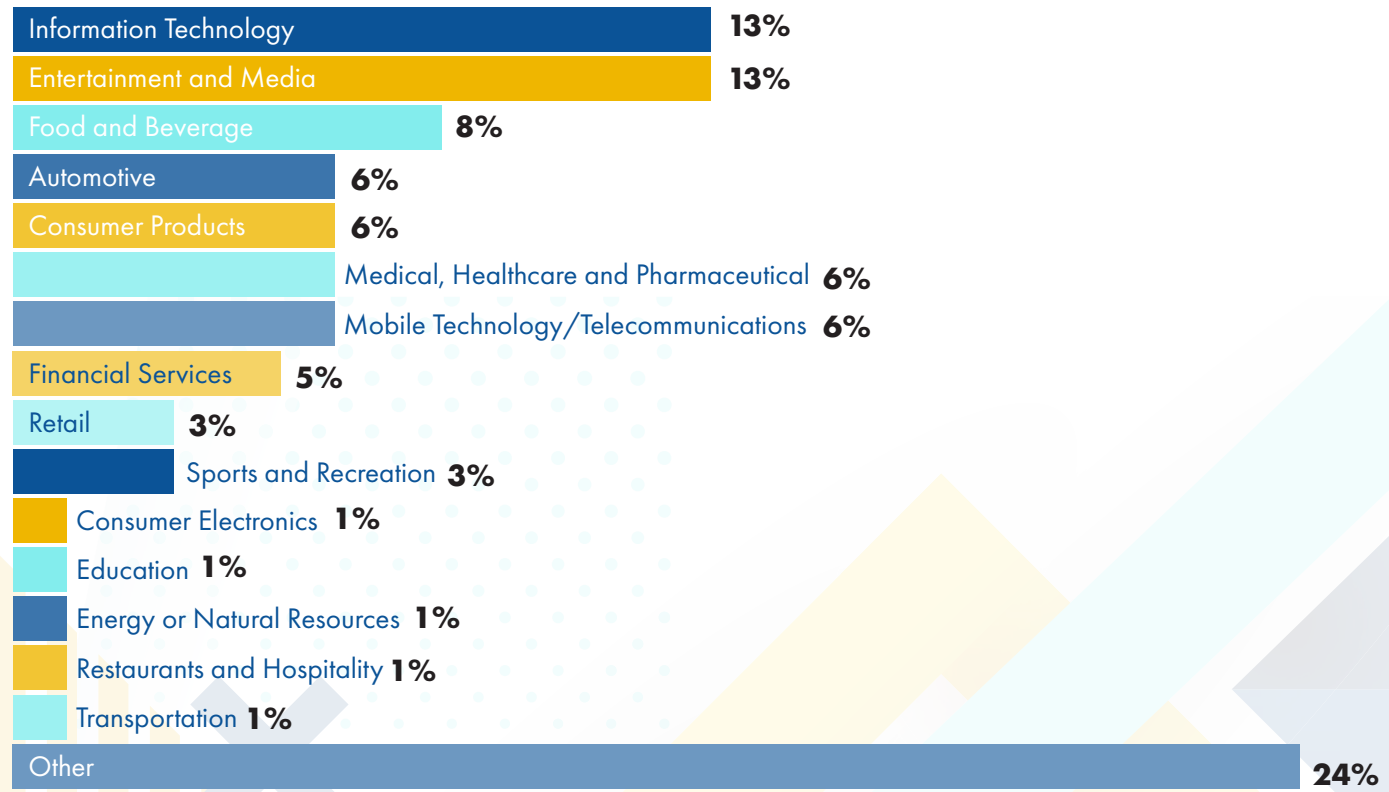| Period	Percentage
0 to 3 months	40%
3 to 6 months	14%
6 to 12 months	22%
18 months	10%
24 months	8%
36 months	1%
48 months or more	4%

Most Used Types of Events & Experiences by Business-to-Business Brands

Business-to-business brands most often use trade shows and exhibitions as their primary event channel. Over 30% of business-to-business brands also use partner conferences, sponsorships, internal employee events, product launches, online events, user conferences, sales meetings and roads shows. There are basically two types of business-to-business brands in terms of events: One that primarily participates in trade shows, and a second that uses trade shows along with a range of other events and meetings.

Event Type	Percentage
Trade Shows and Exhibitions	83%
Partner Conferences	38%
Sponsorship or Hospitality Activations	38%
Internal Employee Events and Meetings	38%
Product Launch Events	36%
Online Events, Webinars or Virtual Events	36%
User Conferences	35%
Sales or Dealer Meetings	33%
Road Shows	33%
Media Events	19%
Recruitment and Retention Events	15%
Other	6%

In January and February 2019, Event Marketer conducted a survey of leading event marketing executives with a focus on large companies in both consumer and business-to-business markets. The survey polled leading brand marketers at large companies across a range of categories including information technology, entertainment and media, food and beverage, automotive, consumer products, medical and pharmaceuticals, and other key sectors. Leading agencies were also surveyed. The survey received over 250 responses.

Industry Sector

Sector	Percentage
Information Technology	13%
Entertainment and Media	13%
Food and Beverage	8%
Automotive	6%
Consumer Products	6%
Medical, Healthcare and Pharmaceutical	6%
Mobile Technology/Telecommunications	6%
Financial Services	5%
Retail	3%
Sports and Recreation	3%
Consumer Electronics	1%
Education	1%
Energy or Natural Resources	1%
Restaurants and Hospitality	1%
Transportation	1%
Other	24%

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