



Let's Talk About Analytics

You must be wondering why website analytics are important for to capture for your virtual event. So let's discuss.

Virtual event analytics provide you with valuable information and analytics on how your attendees behave while engaged in your event; who they are by their age, gender, location, etc.; how they landed in your event (traffic source); the most popular content on your site; total conversions; and so on. With this information in hand, you can plan fully informed business strategies and have even more impact on your next virtual event.

Here are the types of data points you can expect from your virtual event with Conference Loft.

Digital Audience – Your digital audience, at a macro level, will consist of information on the number of users who attended your event, how many times they came back to your event, and how long they were at your event.

Other benchmarks on your report will include:

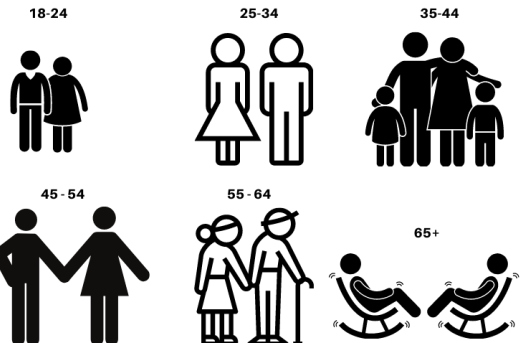
Countries



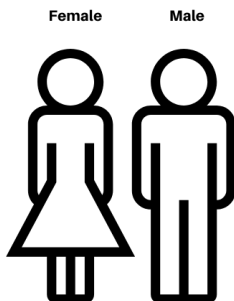
States



Age



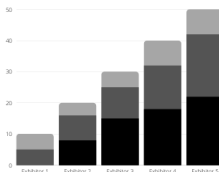
Sex



Device Type



Booth Rankings



Personalized Strategies for Better Performance

