

CASE STUDY

Explori helps IMEX optimise first time visitor experience

3,000+
events use Explori

Explori is the largest provider of event benchmarks across measures that include: Net Promoter Score, Overall Satisfaction, Loyalty, Event Importance and more. These metrics are anonymised and incorporated into Explori's global benchmarking dataset which allows organisers to compare their own event scores against an industry benchmark.

"...thanks to Explori's intuitive platform we will be able to easily compare the satisfaction of first-time visitor buyers in 2020 to our 2019 scores to see if we have succeeded in achieving our goal."

- Lottie Elson Associate Director of Marketing at IMEX GROUP

The objective for IMEX America 2019 was to better understand the experience of their visitors and exhibitors in relation to other events in the industry.

IMEX GROUP traditionally used SurveyMonkey however they wanted a survey platform that could show how their attendee experience scores compared to the industry. Explori's platform gives event organisers access to global benchmarking data.

Explori houses over 3 million data points on attendee experience

99th
percentile

SATISFACTION

IMEX America ranked in the top 1% of the 3,000+ events benchmarked by Explori for overall visitor satisfaction.

4.11
out of five

LOYALTY

IMEX America's visitor loyalty (as measured by likelihood of return) scored 4.11 out of 5. Higher than Explori's benchmarks.

+61
-100 to +100

NET PROMOTOR SCORE

IMEX America scored +61 charging well ahead of the industry average for trade show visitors recorded by Explori as +9.

Explori turns survey data into strategic insights

"Explori's research team flagged up an interesting theme in our post-show results. First time buyers had lower satisfaction scores than others in our attendee population. By filtering the report based on this attendee profile we found that this audience wanted slightly different information on how to navigate and make the most of their time at the event. They also wanted opportunities to network with other first time visitors. This has been a very useful insight which we will be using to improve the experience of our first time visitor buyers in 2020. And thanks to Explori's intuitive platform we will be able to easily compare the satisfaction of first time visitor buyers in 2020 to our 2019 scores to see if we have succeeded in achieving our goal."



Lottie Elson
Associate Director of
Marketing
IMEX GROUP

