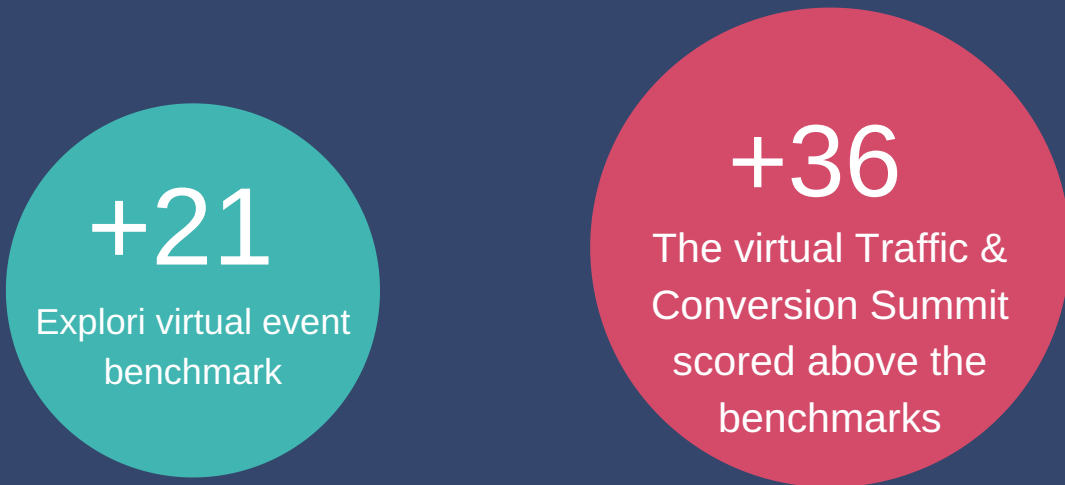


Traffic & Conversion Summit

Traffic and Conversion Summit is the biggest event for digital marketers in North America. To measure the success of their virtual 2020 event they sent post-event feedback surveys through Explori. The data collected included core KPIs such as Net Promoter Score and Value for Money.

Net Promoter Score



"Working with Explori is great...The best part is when the survey results are presented to our team. There are always loads of insights and if we need more details on a particular piece of data, the Explori team is always ready to help."

Angela Argenziano, Head of Customer Success at Clarion Events

Value for money



Traffic & Conversion scored 3.94 out of 5 for value for money. This is notably higher than Explori's virtual event benchmark of 3.36.



Angela Argenziano,
Head of Customer Success
Clarion Events

The feedback from the Explori survey has already been critical in building out our strategy for the live show in September and in the decision making behind running a "hybrid" event.

Having a dedicated account manager that follows you during the whole process makes it very easy. If I had any questions about the platform they were always available to answer.

The home of event insights

Explori offers event organisers:

- an event feedback platform
- managed research services
- bespoke research services

Explori's platform provides thousands of exhibition organisers, conference organisers, corporate event professionals and venues with customer experience insights for their events.

Explori's exhibitor and attendee feedback tools were built to meet the measurement needs of the live events industry. Measuring the impact of your events has never been so powerful, or so easy.