

EarthxBI by

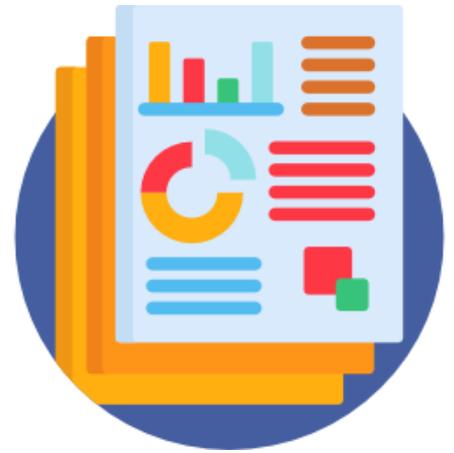


EarthX
EXPO / CONFERENCE / FILM

Smart Booth Analytics

What is EarthxBI

With over a hundred thousand attendees, EarthX generates millions of data points every year. EarthxBI is a **foot-traffic analytics** platform that collects and makes sense of data points to help make our events bigger and better every year. EarthxBI makes **measuring engagement easy, accurate, and affordable**. With a small sensor installed at your booth you will be able to garner incredible insights about what is truly happening at and around your EarthX 2019 exhibit.



WHAT DOES THIS MEAN?

EarthxBI gives exhibitors the ability to measure the impact of your booth as well as the ROI on your event sponsorship & marketing dollars. Additionally, exhibitors can leverage these insights to use as a feedback loop for future conferences to increase ROI and booth engagement.



What Information can EarthxBI provide?



BOOTH INSIGHTS

Get to know your visitors and enhance the visitor experience. When it comes to making marketing decisions (big or small), it's important your decision are made with your audience in the forefront of your mind. Begin to build a relationship with your audience and enhance their experience.



BOOTH ENGAGEMENT

When you know more about your visitors, such as when they stopped by, did they come back, and how long they stuck around you can take proper measures to enhance their experience.



BOOTH IMPACT

Learn what the most engaging times at your booth were, and structure your staff to better fit that. In addition you can learn the type of engagement works and what doesn't. That way you can focus on creating an experience to receive the greatest impact for your company, Earthx2019, and the attendees.

What is the impact your booth is having at EarthX 2019? Find out with EarthxBI!