

Case Study:

**Streamlining Exhibition Strategy in Tech
with XPAI Analytics**





Background:

In the rapid-paced world of technology, exhibitions play a pivotal role in establishing a brand presence, promoting new products, and fostering industry relationships. But how does a brand determine the effectiveness and return on investment of their exhibition strategy? Enter XPAI.

With its foundational inception in 2021, XPAI emerged as the beacon for capturing and interpreting vital data in physical spaces such as retail locations, meetings, and, importantly, exhibitions.

Using the integrated AVAI One sensor, alongside the powerful XPAI AI and the Heartbeat analytics platform, XPAI delivers unparalleled insights into demographics, perceptions, and engagement, all while maintaining the utmost respect for data privacy, as vouched for by its GDPR compliance and ePrivacyseal certification.

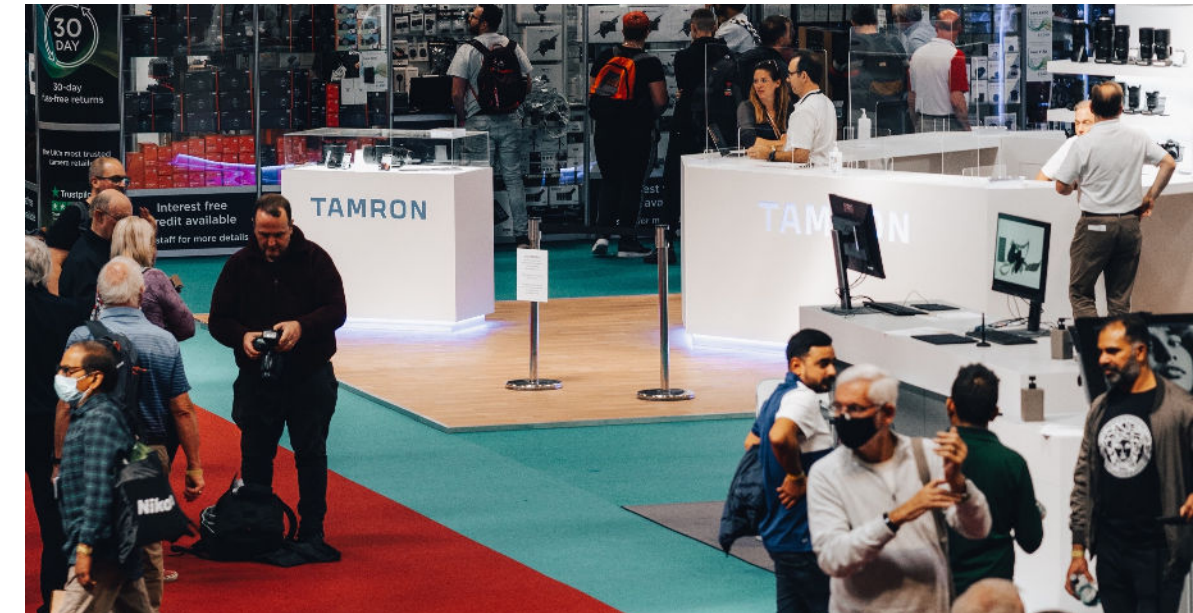
Challenge:

Despite its innovative solutions and products, a burgeoning tech enterprise grappled with an age-old problem: Which exhibitions were valuable, and which were sapping resources without delivering returns? The objective was not just to quantify footfall but to delve deeper into visitor profiles and their perception of the brand's exhibition stand.

Solution:

Choosing XPAI as its analytical partner, the tech brand began monitoring its exhibition presence meticulously over several months. The goal was threefold:

- Quantify the number of visitors at their stand.
- Analyse the profiles of these visitors.
- Gauge visitor perception of their exhibition setup.





Results:

The insights gleaned proved transformative:

- An immediate revelation was that 20% of the exhibitions attended attracted mostly visitors outside their target demographic. These events were swiftly curtailed, redirecting funds to more impactful areas.
- The brand amplified the top 25% of exhibitions by increasing their stand size and deploying more personnel, resulting in even greater audience engagement.
- Most intriguingly, XPAI analytics highlighted an unforeseen opportunity: an entirely new demographic that showed keen interest in a particular product. Recognising the potential, the brand established a new persona and tailored its marketing efforts toward this group, expecting it to contribute an incremental 10% to the revenue over the next 18 months.

To encapsulate, XPAI's in-depth analytical prowess enabled the tech enterprise to redefine its exhibition strategy, optimising resources, and uncovering novel avenues for growth.



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EVENTS THAT TRANSFORM

