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REGISTRATION DATA – THE TIP OF THE DATA ICEBERG

By

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We've all heard that only 10% of the iceberg is above the water. The same can be said for the current state of registration data analysis as that's it's just scratching the surface and represents only 10% of what can be done with trade show data! To continue the analogy, registration data is what we first see, as it's the most obvious data that comes from a trade show just like the tip of the iceberg yet the real value lies beneath the superficial analysis.

When we look below that "tip of data", there is so much more to uncover with a deeper dive into analytics. Why should we dive deeper?

- We are now in the world of data, and what data analysis can bring to all marketers in every industry. Yet, the use of in-depth data analytics in the trade show and event industry is limited, and it's time for the industry to catch up.
- The significant insights uncovered in a deeper dive into registration data will lead to marketing programs that will increase registration and/or lower marketing costs. Now who doesn't want that?



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Registration Data – the tip of the iceberg.

Before we dive deeper let's agree on what should be coming from your registration data now whether it is analyzed in-house or by the registration firm such as Experient. Of course, this analysis is limited by the data collected at time of registration. We'll assume that your registration data will provide the following insights. If not, you might want to revisit the registration fields required and/or the process of analysis.

- Demographic information on attendees – geographic location, company size, industry, title level, buying responsibility, etc.
- Date of registration – a time line (pacing) graph is the best way to display this data
- Top registration codes used (especially exhibitor free pass).
- Paid vs. free if that is part of the show's registration
- Average show fees per attendee (if appropriate)
- Number of attendees vs. exhibitors vs. others
- Seminar data if held as part of show

This information is not only important to understand this year's show results, but is also used in promoting next year's show.

Registration Data – a deeper dive

There are more insights available from registration data when this year's data is combined with prior year's data. In our experience we would like 3-5 years of registration data and with this historical data here are a few valuable and insightful reports available.

- **New company and first timer analysis**
One of the most common questions asked is “are we getting new attendees and/or companies?” The answer reflects marketing results and also the health of the industry. This analysis provides statistics on this plus a few other related questions.
 - New attendees from new companies
 - New attendees from repeat companies by company location
 - Repeat attendees broken down by the number of years repeating
 - Repeat attendees from repeat companies

This analysis does not rely upon self-reported information. It is based entirely upon historical empirical attendance behavior at the location and individual level.



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As marketers, we know that sending relevant messages breaks through the clutter and this data tied to the individual and company provides a basis for not only relevant messages but also improved targeting.

- **Attendee no-show analysis**

One of the more vexing problems in the trade show industry is individuals who register but do not show up. We see very high no-show rates at many consumer attendee shows. We use rates because there are typically a number of different no-show rates for any tradeshow. This analysis examines the no-show rates across demographics such as geography, title level, registration date, and any other demographic of interest. With this information marketers can develop future marketing efforts targeted at identified segments that tend to not show-up to encourage attendance – what exhibitors really need and want.

- **Attendee profiling and trending analysis**

With multiple years of registration data many other insights can be gained. Here's a list of available reports.

- Multi-year attendance dynamics by demographics and other data fields
- Cross demographic trends - is the attendance from specific companies increasing or decreasing?
- Membership registration vs. non-members for association shows
- Alternate venue analysis for shows that change cities – how does the city impact attendance by selected demographics?
- Attendance trending by registration codes
- Attendance behavioral dynamics by location and individual.
- Attendance attrition and retention trending
- Registration timing (pacing) analysis – is the registration curve changing?
- Many others depending on the data collected and the number of historical years of data available

Not only are additional insights gained from this deeper dive, but a more complete understanding of your registration data and the behavior of registrants is uncovered.



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Multi-channel analysis – the deepest dive

The two levels of analysis described above are only dealing with registration data, and if you stop there only 25-35% of the potential value of data analytics for your trade show will be realized. What is not included in the registration data analysis is the inclusion of what marketing campaigns and communications drove the registration.

We're direct marketers and fully acknowledge that online advertising, social media, word of mouth, SEO and other marketing efforts have an effect on registration. The problem is that their impact is not easily measured if at all. There is no question that market awareness drives increased registration and any direct marketing communication benefits from this awareness. So with that disclaimer, let's discuss what's available when registration data is combined with the data used to drive direct marketing campaigns. We call this our 360 analysis package.

- **Analysis by media**

There are three primary direct marketing media – email, mail and telephone. Each has a place in the direct marketing mix, but are quite different in cost and impact. Clearly email is the least costly, but with today's cluttered inbox, it's losing effectiveness. Direct mail is more expensive and in today's marketing world is making a comeback (look for our upcoming blog on the comeback of direct mail).

Finally, some shows use telemarketing on high value segments and it's the most costly but with the highest impact. This analysis shows what media that drove the registration and also reports how many touches by media resulted in a registration. It provides key marketing metrics by channel, campaign and segment.

- **Multi-media analysis**

The most successful direct marketing campaigns are multi-media/multi-touch and this next analysis reports on not only the combination of media that drove registration, but also the sequence and frequency of the media touches.

Typically, by identifying the best combination of direct marketing media that drove the registration next year's marketing campaign will be modified. This will not only



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maximize campaign results but is likely to save money by eliminating the less effective combinations.

- **Cost per registration**

While it's very insightful to know what communication(s) drove registration, the real payoff is how much it cost to obtain that registration. This is where the "deep dive" analysis really pays off. Budgets are always tight and need to be maximized and this ultimate report does just exactly that – tells you where to spend your marketing dollar for the best result. This analysis not only identifies what worked, but also what didn't in terms of cost – a marketer's dream.

To Sum Up

The best marketing and marketers combine great creative with insightful quantitative knowledge of what works and what doesn't. So the question to ask yourself is, do you want the superficial tip of the marketing iceberg or do you want to in-depth analysis to guide your marketing decisions? With the analysis programs above you can become your organization's data-driven marketing expert? By going beyond the standard registration data analysis you're well on your way to improve results for your show and propel your career as well. Call us, we can help.

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John has partnered with Direct Hit Marketing and is responsible for adding new trade show clients and thought leadership. John is also President of B2BMarketing, LLC. His background includes experience in both sales and marketing. On the sales side, John was a field salesman, national sales manager and executive in charge of both sales and marketing for three major B2B firms. On the marketing side, he was president of a B2B direct marketing agency for 10 years, was National Campaign Manager at IBM, Sr. VP of B2B at Rapp Collins Worldwide and President of Protocol B2B. John is also the author of *The Fundamentals of Business-to-Business Sales & Marketing*, published by McGraw-Hill. John's next book co-authored with Steve Juedes, President of DHM is titled *Data-Driven Trade Show Marketing & Sales for Organizers and Exhibitors* is due for publication in 2019. He can be reached at johnc@directhitmarketing.com or by phone at 602-402-6588.



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