

GUIDE

EasyVirtualFair



STATISTICS

EXHIBITOR STATISTICS

STATISTICS FOR THE CONTENT MANAGEMENT SYSTEM

From the Content Management System each exhibitor can (if the host decides to enable these permissions):

- See everyone who has visited their booth
- Filter visitors and see their contact information
- See their registration information
- Download any documents the visitor has uploaded
- Export visitor information in xls or pdf
- See every visitor who has expressed interest in their offers or products and for each of those visitors:
 - Filter and see their contact information
 - See their registration information
 - Download any documents the visitor has uploaded
 - Export visitor information in xls or pdf

See the chat history

- Conversations taken place over the public chat
- Private conversations associated with that booth

The event organizer will also receive a full export of the data once the event has ended with all the visitor registration information.

ANALYTICS

All our fairs are linked with google analytics.

We give the host access to the analytics account so they can download reports directly.

If they prefer, we can outline a report and send it to the host directly after the event has finished. The report can be as detailed as google analytics allows us to be but as an example it can include:

- Visitors to the fair (by days if it is more than one day)
- Unique visitors.
- Visits by time of day



- Location of visitors (city, state)
- Abandonment rate
- Time on site
- Platform (desktop, tablet or mobile)
- Traffic source (direct, social media, external links..)
- Most visited stands
- Percentages of interaction throughout the platform