

Sponsor and Exhibitor Reporting

Overview

Sponsors and exhibitors have profiles within the platform including, logo, bio, social media, documents and linked representatives who can be contacted through the platform by users.

Reporting to quantify the exposure received is outlined here.

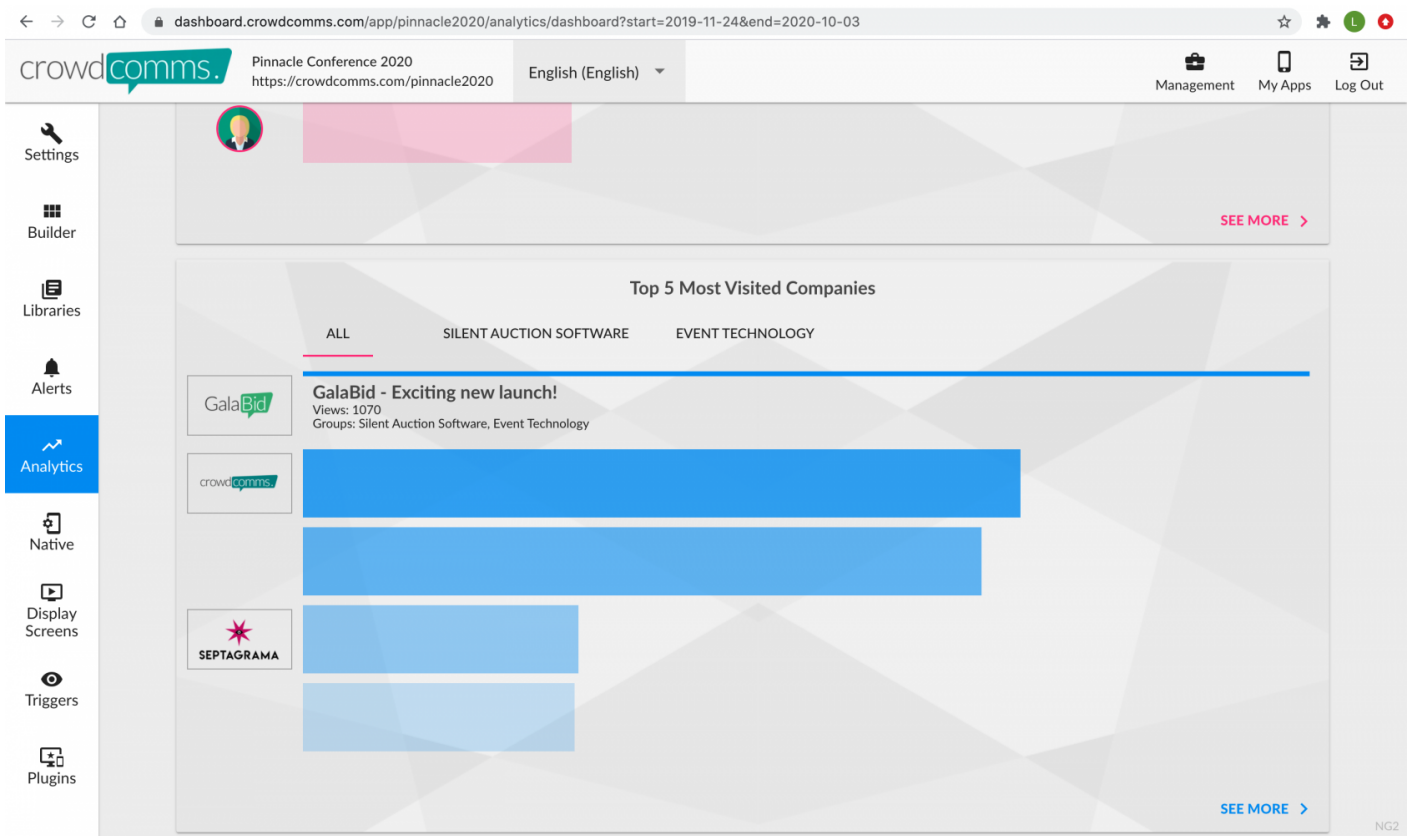
Please note:

- All available analytics and reports are outlined within this [Analytics and Reporting](#) section.
- Data included in reports that identifies the user includes first name, last name and email address.
- If you need to analyse further user data such as group or custom fields, this can be achieved by cross referencing the reports available and the people export.

Sponsor & Exhibitor Analytics

Real time reporting available from the CrowdComms dashboard (CMS)

- Page views for specific companies linked to the platform including sponsors and exhibitors.
- Option to view companies by group to further analyse exposure i.e. look at page views for companies who are Sponsors or Exhibitors.
- Page views / number of clicks for documents including those linked to sponsor and exhibitor profiles. These are typically marketing documents used to promote the companies offering.



Post event reporting, available on request from your allocated support specialist

- Excel report showing breakdown of who viewed a company profile including sponsors and exhibitors.

Summary Page

Company Name	Views	Unique Views
Template	8	3
GalaBid - Exciting new launch!	306	18
Septagrama Creative & Commercial Design	64	8
CrowdComms Ltd	172	20
Help Desk	144	23
		1

Here you will see an overview of the views per company page, broken down into total views vs unique views (i.e number of profiles)

Individual Company Page Views

Company Name	First Name	Last Name	Job Title	Company	Groups	Date	Views
CrowdComms Ltd	Lauren	Hoodless			Everyone	01/07/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	02/07/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	15/06/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	24/06/21	2
CrowdComms Ltd	Lauren	Hoodless			Everyone	25/06/21	6
CrowdComms Ltd	Lauren	Hoodless			Everyone	29/06/21	3
CrowdComms Ltd	Pete	Mancktelow			Everyone	15/06/21	6
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	02/07/21	3
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	06/07/21	2
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	24/06/21	8
CrowdComms Ltd	Tom	Hitch	Account Manager	CrowdComms	CC Sales, XSEM and Tom, VIP, Everyone, Attendees	29/06/21	2
CrowdComms Ltd	James	Fayers	Account Manager	CrowdComms	Speakers, Everyone, CC Sales, Attendees	01/07/21	2
CrowdComms Ltd	James	Fayers	Account Manager	CrowdComms	Speakers, Everyone, CC Sales, Attendees	18/06/21	2
CrowdComms Ltd	James	Fayers	Account Manager	CrowdComms	Speakers, Everyone, CC Sales, Attendees	21/06/21	2
CrowdComms Ltd	Rob	Pope	Account Manager	CrowdComms Ltd	Everyone, Speakers, Attendees, CC Sales	01/07/21	7
CrowdComms Ltd	Rob	Pope	Account Manager	CrowdComms Ltd	Everyone, Speakers, Attendees, CC Sales	08/06/21	11

Here you will see the breakdown of exactly who viewed each company. Views are broken down per person, per day. Therefore there will be multiple lines of data for those who viewed that company across more than one day. Within any given day, the views are accumulated into the total for the data set.

- Excel report showing breakdown of who clicked on documents including documents linked to company profiles.

Summary Page

Document Name	Views	Unique Views
CrowdComms Event Technology.pdf	11	7
CrowdComms Virtual Platform Overview.pdf	2	2
CrowdComms Sponsorship.pdf	8	3
CrowdComms Sponsorship 21.pdf	3	3
CrowdComms Kiosks.pdf	1	1
CC-Event Tech 21.pdf	1	1
		1
		5

Here you will see an overview of the views per document, broken down into total views vs unique views (i.e. number of profiles)

Individual Document Views

Document Name	First Name	Last Name	Job Title	Company	Groups	Date	Views
CrowdComms Event Technology.pdf	Hannah	Spurdle			Everyone	01/07/21	2
CrowdComms Event Technology.pdf	Hannah	Spurdle			Everyone	05/07/21	2
CrowdComms Event Technology.pdf	Chloe	Swann	Account Manager	CrowdComm	Everyone, CC Sales, Chloe to stage, Speakers, Attendees	10/06/21	1
CrowdComms Event Technology.pdf	James	Fayers	Account Manager	CrowdComm	Speakers, Everyone, CC Sales, Attendees	18/06/21	1
CrowdComms Event Technology.pdf	Christian	Swann	Account Manager	CrowdComm	CC Sales, Everyone	18/06/21	1
CrowdComms Event Technology.pdf	Richard	Shafe			Everyone, Attendees	21/06/21	2
CrowdComms Event Technology.pdf	Darren	Lomas	Account Manager	CrowdComm	Everyone, CC Sales, Attendees	23/06/21	1
CrowdComms Event Technology.pdf	Natalie	Dayes			Everyone, Attendees	24/06/21	1

Like company pages, these stats are broken down per person per day

N.B. With both reports, as you may have multiple lines of data for the same person, if you are wanting to find unique views in a large data set, the best way is to use excel to filter out the duplicates.

These more detailed reports will be provided within 48 hours post event.

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