

5 POST-EVENT STATS YOU SHOULD BE REPORTING



Demographics - Who is attending your event?

For many sponsors or partners, it's important to know as much as possible about your event audience so that marketing efforts can be justified or targeted more appropriately. ***Aim to collect data on some or all of these demographics: how many people attended, percentage of returning vs. new, male vs. female, breakdown of sectors and age range.***



Website - Is your audience getting the info they need?

Google Analytics can provide a wealth of knowledge about your website visitors. This is valuable to know in terms of whether or not your audience is being directed appropriately. ***Aim to collect analytics on page views, unique page views, average time on the page, top pages viewed, average bounce rate and how they were referred to the site.***



Emails - Are they being read?

Emails can be a great way to capture the attention of your audience and attract new event participants, but it's important to know if your audience is reading your email or sending it straight to junk. MailChimp and Campaign Monitor are great examples of email marketing programs that provide helpful tracking reports. ***Aim to collect email data such as: how many emails, open rate percentage, average number of recipients and average click through rates.***



Social Media - Are your followers engaged?

Social media is a great way to gain exposure and connect with event-goers. Most event sponsors and partners want to know how your online audience is interacting. Facebook Insights, Twitter Analytics and Instagram Insights make it easy to measure and track social media engagement. ***Aim to collect insights on page followers, likes, retweets, shares, comments and overall reach.***



Auction - Are they bidding?

Some sponsors and event partners get involved by donating their own products or services as auction items. It is important to report back on the success of the auction to see how those items compared, and to see what your audience liked and didn't like. ***Aim to collect information such as: highest bid, number of bids placed, number of individual bidders, most popular auction item and best return on value.***