Manual | Track performance

Welcome to the fourth step in My Easyfairs. You've participated in the event and now it's time to follow up on the leads you've generated during participation!

"Track your performance" consists of three parts; Visibility, leads and attendance. Here you get insight into numbers and the possibility to download your leads.
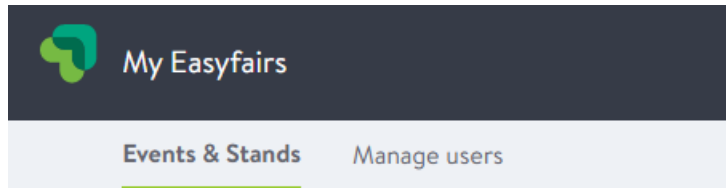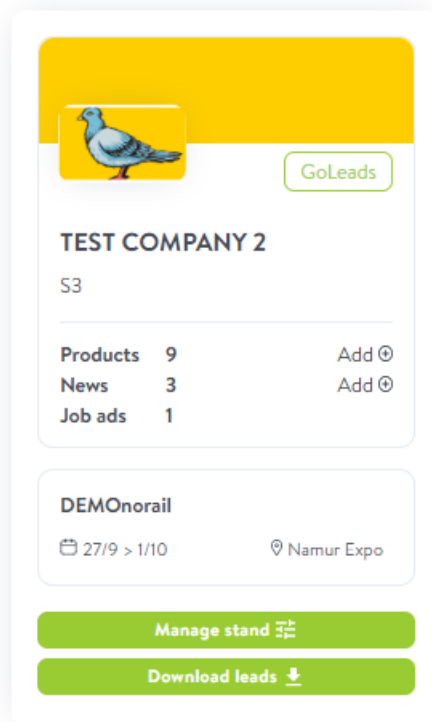
[Step 1: Visiblity](#)

[Step 2: Leads](#)

[Step 3: Attendance](#)

Let's go!

When you're logged in to My Easyfairs, click on "Manage stand".

You will then be directed to the overview below. You'll see a timeline with the following steps that are available in My Easyfairs:
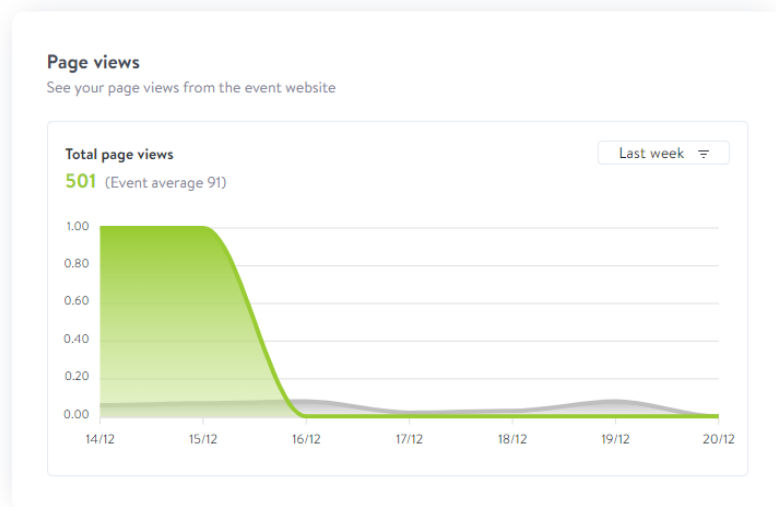
- Manage profile
- Invite clients
- Manage stand
- **Track performance**
- View documents (if available)

We now go through the step 'Track performance'.

| Manage profile ② | Invite clients ② | Manage stand ① | **Track performance** | View documents | | Event website |

Visibility
Check out your brand awareness

Page views
See your page views from the event website

Total page views
501 (Event average 91)   Last week ▾

1.00						
0.80						
0.60						
0.40						
0.20						
0.00						
14/12	15/12	16/12	17/12	18/12	19/12	20/12

Most visited pages   **View all**

501 Total of page views

Page url	#Views
www.recreatie-vakbeu/rs.nl/products/jubileumactie	250
www.recreatie-vakbeu/rs.nl/exhibitor/easyfairs-netherlands	102
www.recreatie-vakbeu/rs.nl/products/entree-1-hostess-2	34
www.recreatie-vakbeu/rs.nl/products/totem-entree-5-2	33
www.recreatie-vakbeu/rs.nl/products/totem-entree-5-1	28

Leads
Track and download leads

Smart Badge   **Download leads**
Visitors who are interested in your products
can touch your readers to get more info

Touches   **View all**
Total touches by visitors using their Smart
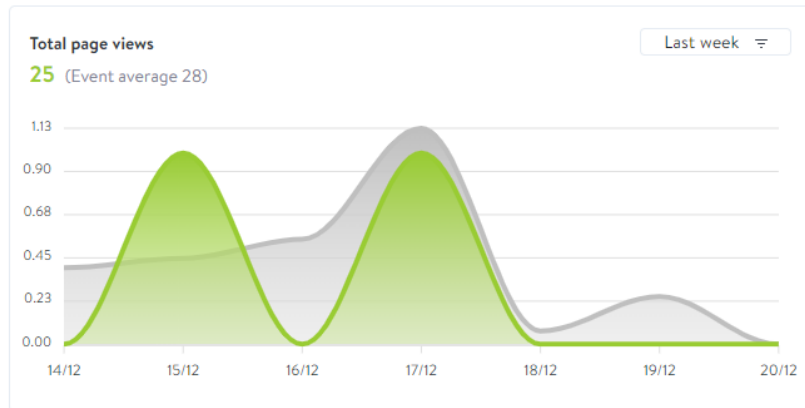Badges on your reader(s)

Step 1: Visibility

Under visibility you will see the number of page views of your pages on the exhibition website. You can filter by last week, last month or last year. You can also see the average page views of all exhibitors participating in the event. Your most visited pages are shown on the right side.

Visibility
Check out your brand awareness

Page views
See your page views from the event website

Total page views
25 (Event average 28)

Last week

1.13	
0.90	
0.68	
0.45	
0.23	
0.00	

14/12   15/12   16/12   17/12   18/12   19/12   20/12

Most visited pages

25 Total of page views

Page url	#Views
www.autoprof-vakbeur/s.nl/exhibitor/easyfairs-netherlands	16
www.autoprof-vakbeur/s.nl/job/accountmanager-auto-prof	9

Step 2: Leads

The 'Leads' section consists of 2 sub-sections; Smart Badge and Visit Connect.

Smart badge
During the event, visitors could easily scan your Smart Badge reader with their Smart Badge. Even if you have not been able to speak to them personally. Take the time now to contact these leads. The graph shows per event day how often your Smart Badge reader has been scanned and at what times. If you click on 'Download Leads', an GDPR notification will appear, after which you click on 'Download Leads' again and you can save the Excel file with all data for further follow-up.
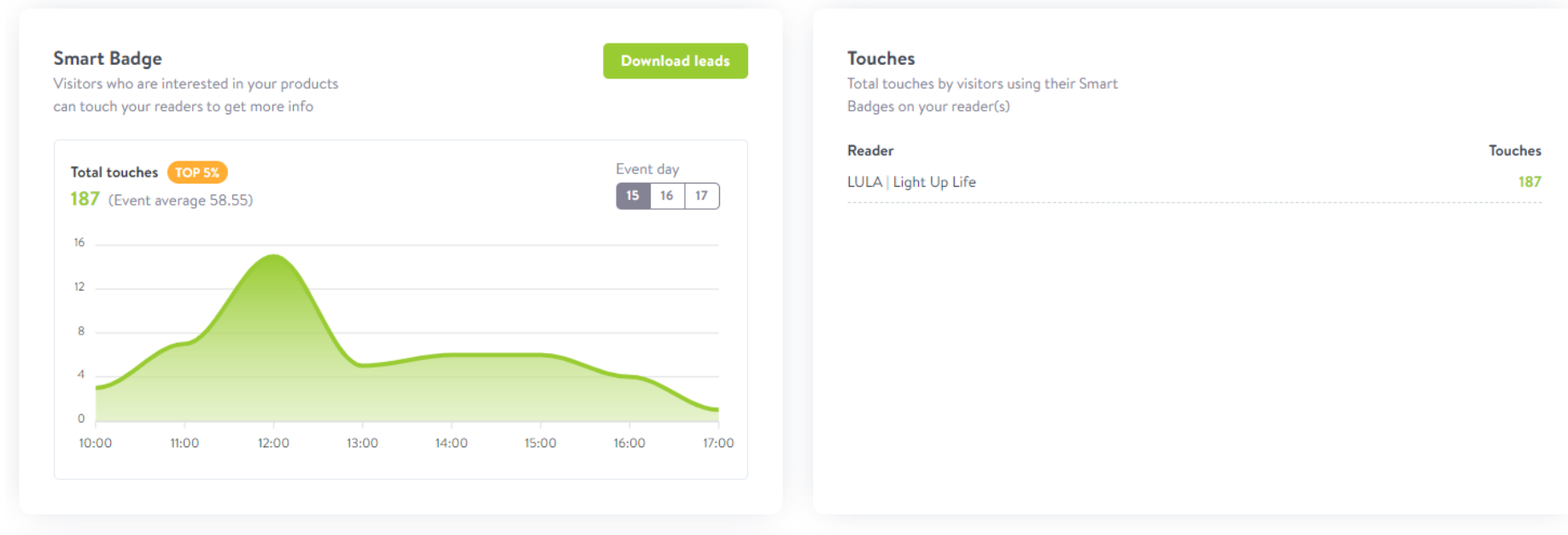
Visit Connect
You use Visit Connect as a registration tool for the conversations you have during the exhibition. Where the initiative lies with the visitor with the Smart Badge, you as an exhibitor have control over the use of Visit Connect. You ask the visitor for permission to scan his Smart Badge with the Visit Connect tool after you have had a face-to-face conversation with this visitor. You use the tool as a digital business card with which you immediately receive the details of

the contact you have spoken to and can also add important notes. This way you qualify your leads in a very simple way and it becomes easy to follow up on this.

Click on 'Visit Connect App' to go to the Visit Connect portal.
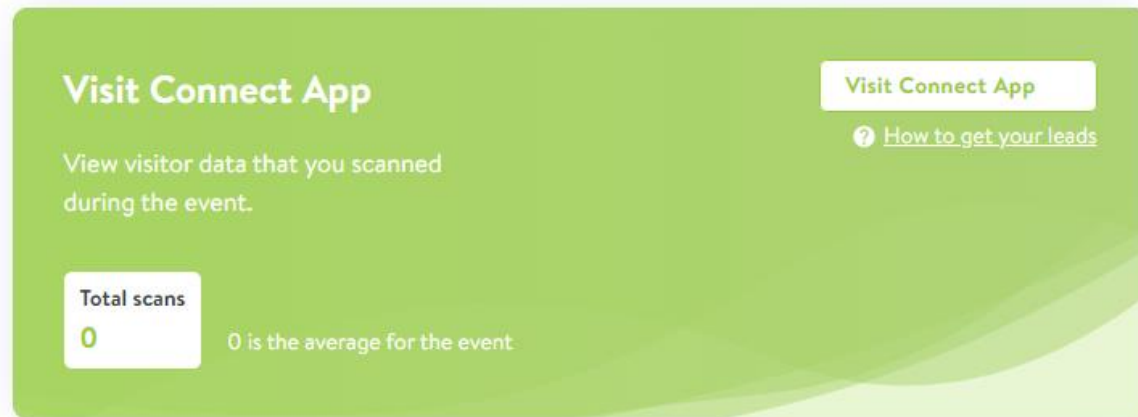
Go to the Leads tab in Visit Connect to see and export the leads.

Step 3: Attendance

Under 'Attendance' you can see how many potential visitors have registered via an invitation of you and how many of these registered visitors have actually visited the event. You will also see the average figures of all exhibitors together.

Attendance
Find out which of your registered visitors attended the event

Attendance conversion

17 TOP 15%
Potential visitors registered via your invitation

8.94 is the average for the event

11 TOP 20%
Your visitors who checked in at the event

6.15 is the average for the event