

# PUTTING INSIGHTS INTO MEANINGFUL ACTION WITH **infotap**

CVG



## Traditional survey models fall short

Small samples. Low response.  
Unengaging experience.



## Aviation unlocks a captive, diverse audience

New opportunities for smarter survey delivery and insights.



## SURVEY APPROACH USING GAME THEORY



### Engagement and behavior

Game elements drive participation, bigger samples, better insights, and smarter growth.



### Psychological drivers of gamification

Tap into motivators like competition, achievement, and social connection.

## ENGAGING SURVEYS, LAUNCHED IN MINUTES

We have limited time to learn about our customer. Let's make it count.

## PROVEN GROWTH AT CVG CONCOURSE B

+2.3x revenue

+53% avg. transaction size

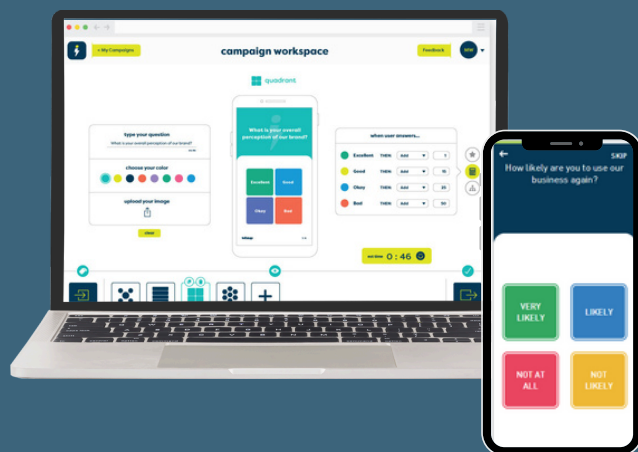
+136% sales

+56% transactions



### Top Restaurant Requests: ✓

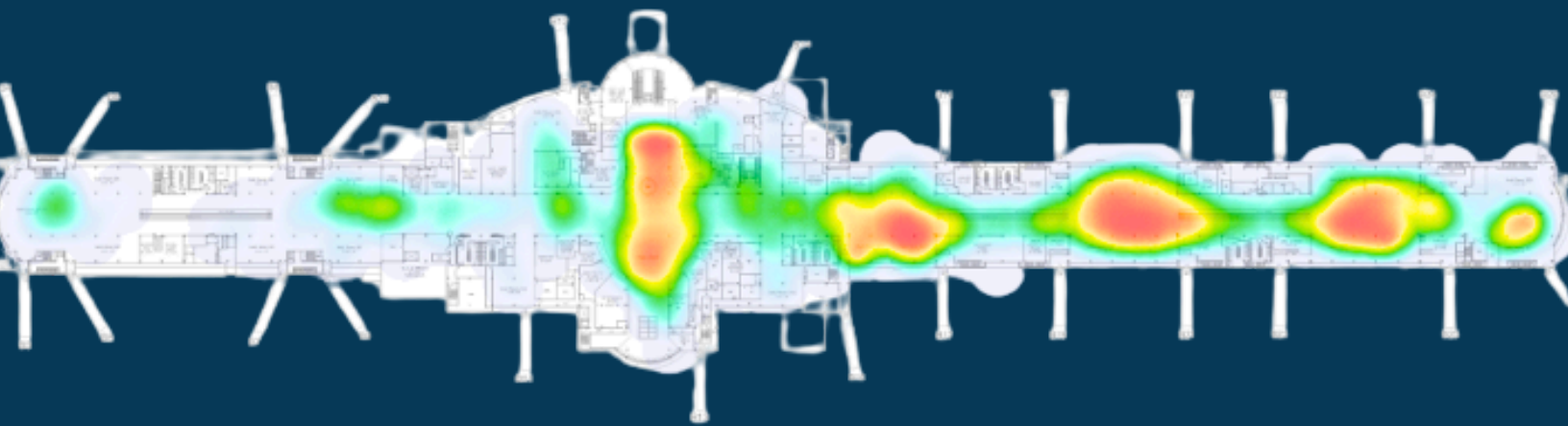
Skyline Chili (600)  
Chick-fil-A (445),  
McDonald's (335)



From Wi-Fi to Website Under 60 Seconds

INFOTAP.COM

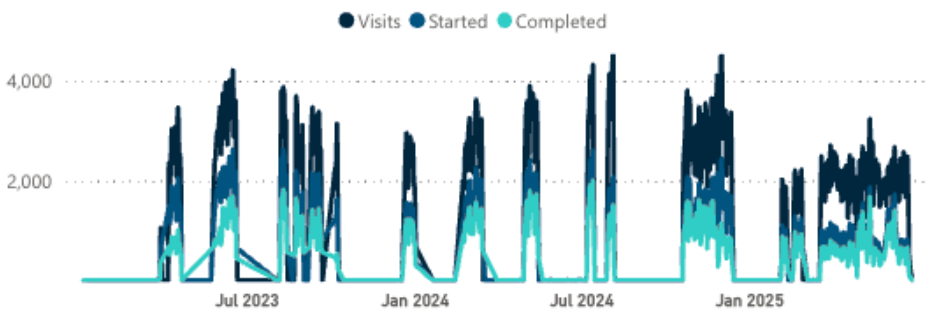
# DATA BEHIND THE INSIGHTS AT CVG



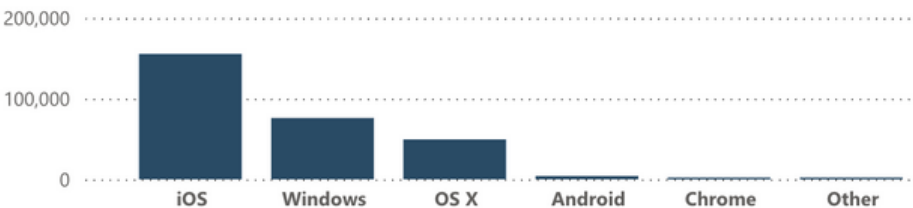
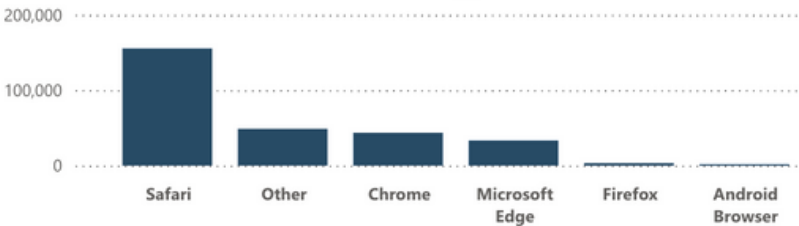
## QUICK LOOK: WHO'S VISITING & RESPONDING

<u>TOTAL VISITS</u>	785,066	<u>SURVEYS COMPLETED</u>	285,467
<u>REPEAT VISITS</u>	1,777	<u>COMPLETION RATE</u>	69%
<u>SURVEYS STARTED</u>	413,778	<u>AVG. TIME TO COMPLETE (SEC)</u>	35.18

## VISITS, STARTS, AND COMPLETIONS OVER TIME



## BROWSER TYPE



## OPERATING SYSTEM