

# PUTTING INSIGHTS INTO MEANINGFUL ACTION WITH



**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.

## PROVEN GROWTH AT CVG CONCOURSE B

+2.3x revenue

+53% avg. transaction size

+136% sales

+56% transactions

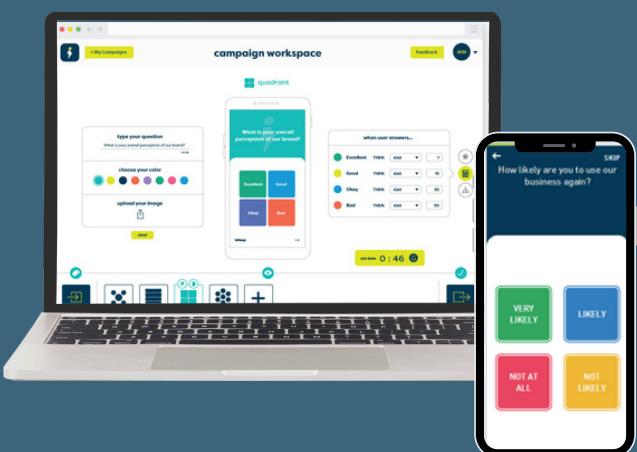
### **Top Restaurant Requests:**

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



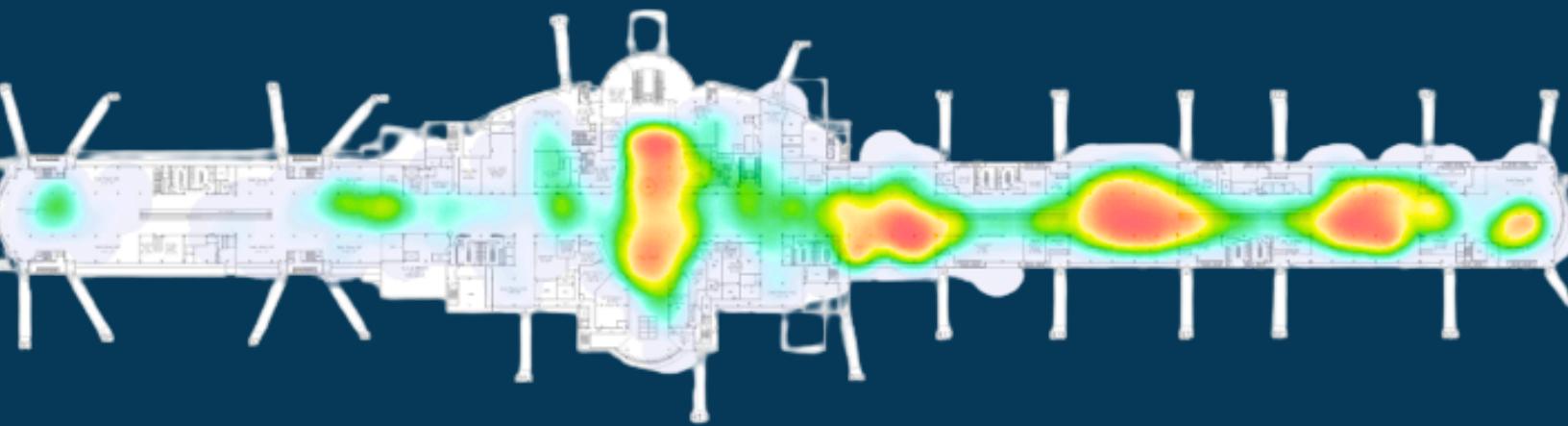
## ENGAGING SURVEYS, LAUNCHED IN MINUTES

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



**From Wi-Fi to Website Under 60 Seconds**

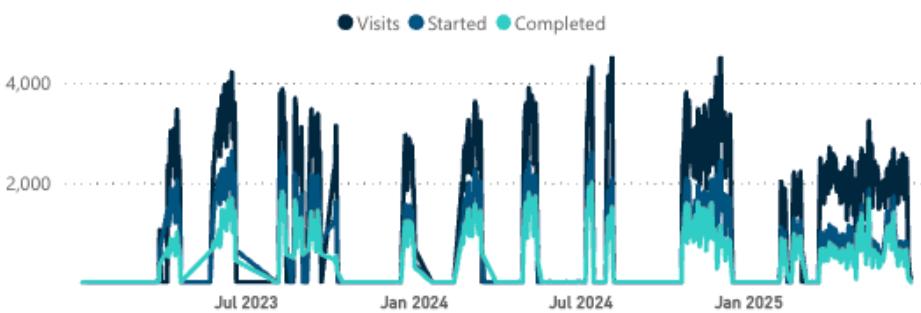
# DATA BEHIND THE INSIGHTS AT CVG



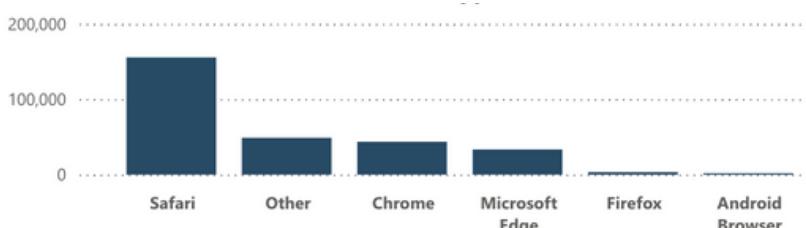
## QUICK LOOK: WHO'S VISITING & RESPONDING

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

## VISITS, STARTS, AND COMPLETIONS OVER TIME



## BROWSER TYPE



200,000

100,000

0

iOS

Windows

OS X

Android

Chrome

Other

## OPERATING SYSTEM