



Turn Data Into Attendees:

*The Crawl, Walk, Run Approach
to Market Intelligence*

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Co-Founder Bear Analytics

Joe is the Co-Founder and CEO of Bear Analytics – a technology company that powers event success. Joe is obsessed by the fundamental belief that data-driven insights make for better event outcomes and experiences. It was that foundational belief that led to the creation of Bear IQ, the industry leading event analytics platform that powers the measurement, design, and growth of the world's best experiences.



A lot has changed...but what did we learn?

MORE Data Than Ever

- More “modules” = **MORE DATA** than ever
- That data is cleaner than it’s ever been...

Connecting is MORE Diverse

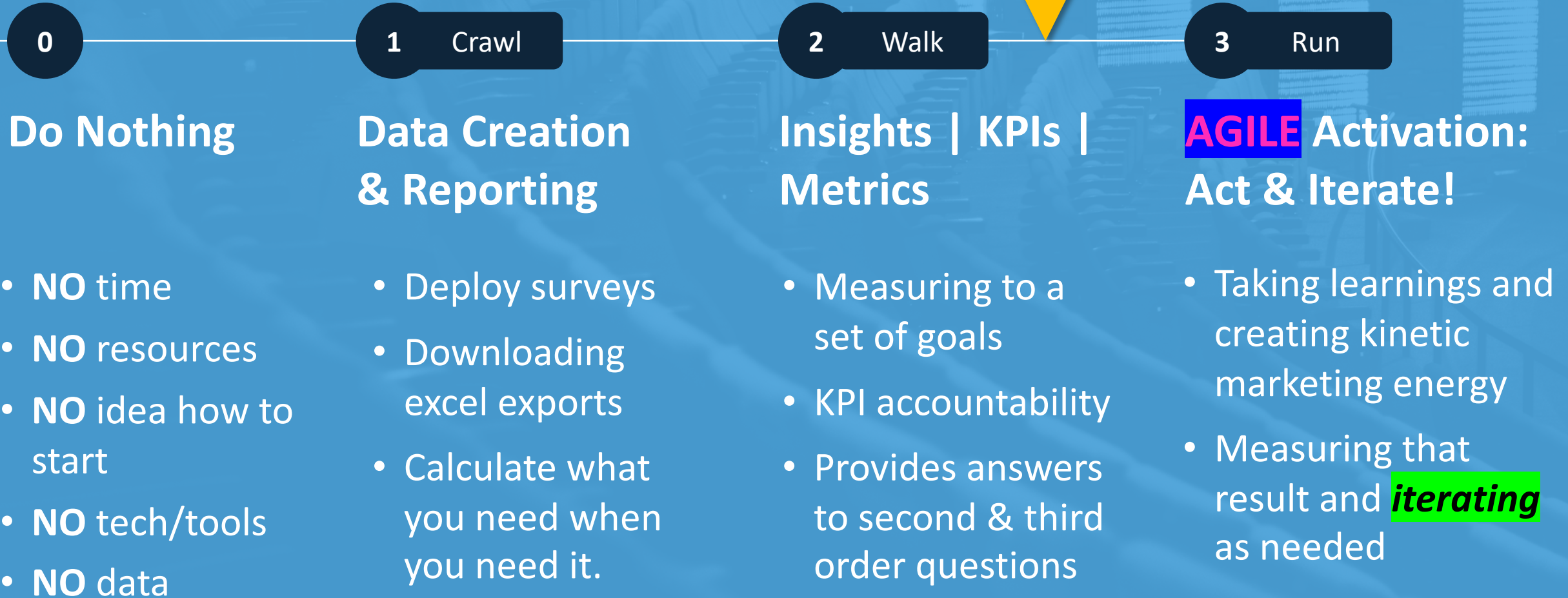
- Virtual scaled up innovation
- Tech is getting **BETTER**... no really
- Events have the opportunity to be in the marketing stack

Personalization Deficient

- Not absent, but deficient
- Consumer experiences outpace events currently
- Demand on experience is going up

Before We Get Started...

Where Are You In Your Data Journey?



A Focused Approach to Audience Acquisition

- Today's audiences want value—focused messaging
- Audience segments have a variety of key value areas
- Reaching and targeting those prospects directly requires focused effort and a dedicated approach



Denise Miller

Vice President, Event, Product & Brand Marketing

National Association of Home Builders (NAHB)

Crawl: Data Mapping & Report Hunting

Identify what data sources you have.

- What data will help your hit or identify if you have hit your goals?
- What are the systems that create, record or collect that data?

What is your data accessibility?

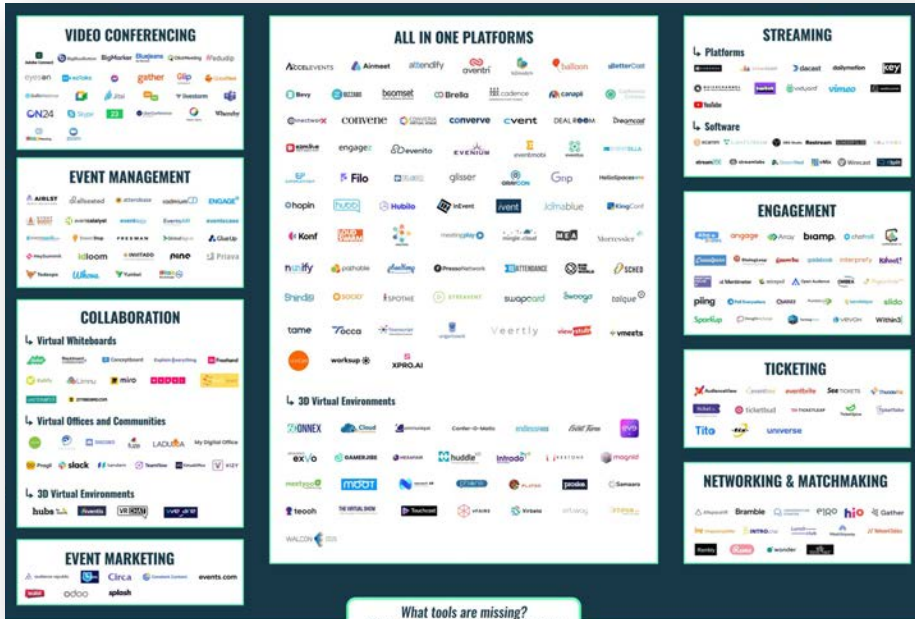
- Is it primarily accessible? Ex: you can log into a system and export a report or raw data?
- If it's secondary access – what person or what system do you have to go through to access that data? ***Can you short cut it?***

Is it enough?

- Are there reports or raw data you do NOT have access to that you NEED?
- For audience acquisition, what is your total addressable marketing universe vs. your goals? ***Ex: 100k records for a 20k person event?***

Walk: Establish Your Data Stack

1 Your Event Tech or Mar Tech Platforms



2 Your Cleaning, Enrichment, & Metrics Stack



3 Your Data Viz Engine



2019

2023

<https://chiefmartec.com/2021/03/212-event-related-martech-companies-make-268-wait-316/>

Supercharging Data Analytics: *Using AI in Your Data Stack*

GPT for Excel

<https://appsource.microsoft.com/en-us/product/office/wa200005171?tab=overview>



GPT for Excel

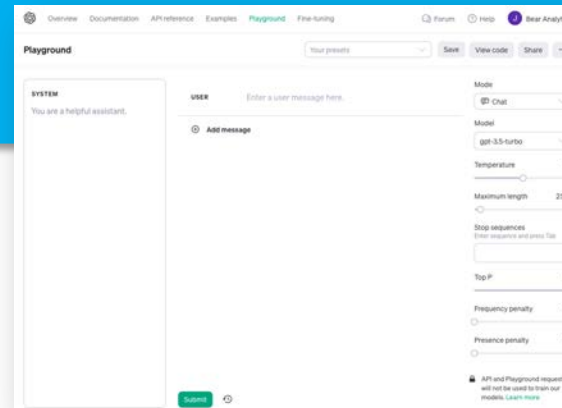
by SMALLPDF KENYA

Excel

★ 1.7 (6 ratings)

- Supercharge data cleaning and standardization
- Payment required
- Prompting needs to be on point!

Chat GPT Playground



- Easy to Use!
- Privacy & security
- Ability to set usage limits and team access

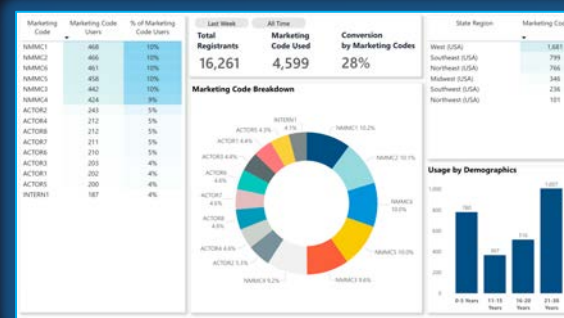
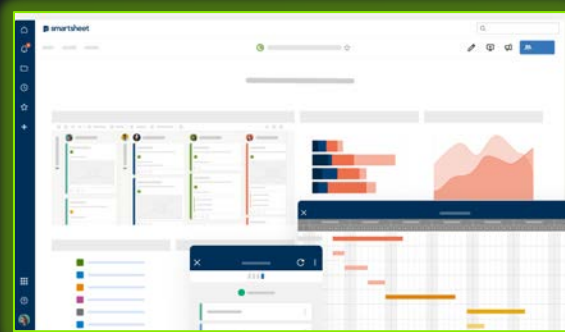
Coming Soon

Co-Pilots



- AI embedded functionality build into everyday apps (Word, Excel, etc.)
- Enterprise level security

Denise's Formula for Success



Gameplan Strategy

Goal setting, planning, resource alignment – for getting the job done.

Insight Sharing

Using data to understand audience acquisition, sharing those findings with **exhibitors**, and across **internal/external** stakeholders.

Activation

ACTION. ACTION. ACTION
Put the data to work and react to learnings.

Using Your Existing Data Asset to Find New Prospects

Intra-Company Density

- Ex: I have 24 buyers from Walmart in my database
- How many other “senior-level buyers” can I map to Walmart’s account?

Targeted Persona Look-A-Likes

- Ex: We would like to target senior buyer from major retailers
- How many other “senior-level buyers” can I map to Target, Macy’s, etc.?

Zoom.info, Apollo.io, or the like

Organic reach

Targeted advertising

Messaging | Modality | Measurement

Keys to Data-Driven Agility

How to Get Started

Dedicated Space

30-minutes a week to focus on data, findings, and next steps.

Metrics that Matter

What matters today for NAHB and how has that evolved over 3-4 years.

Define Agility

Aligning team, leadership, and outside support on the plan.

Team

Coaching the team on how to get comfortable with the uncomfortable.



Team: Creating a Safe Zone for Questions

- Welcome questions!
- Understand the point of view of where they're coming from
- Determine the validity of the KPI – what are you going to do/change/edit based on that KPI?
- Create and timeline and gameplan for data stack improvement

*More Questions =
Lack of Trust or Belief*



HACKS for Data-Driven Success



1. **Be comfortable saying “NO”** – you cannot do all initiatives all the time.
2. **Use history as a guide** – but don’t be subject to it.
3. **Focus on Top of Funnel** – now is the time to build back your data universe.
4. **Slow Cooker Approach w/ Tools** – Go low and slow for new tool adoption.

Thank You!