

FROM CLICKS TO CLARITY

USING AI TO DECODE
ATTENDEE BEHAVIOR AND DRIVE EXHIBITOR
RELATIONSHIP, RETENTION, REVENUE

2.26.26

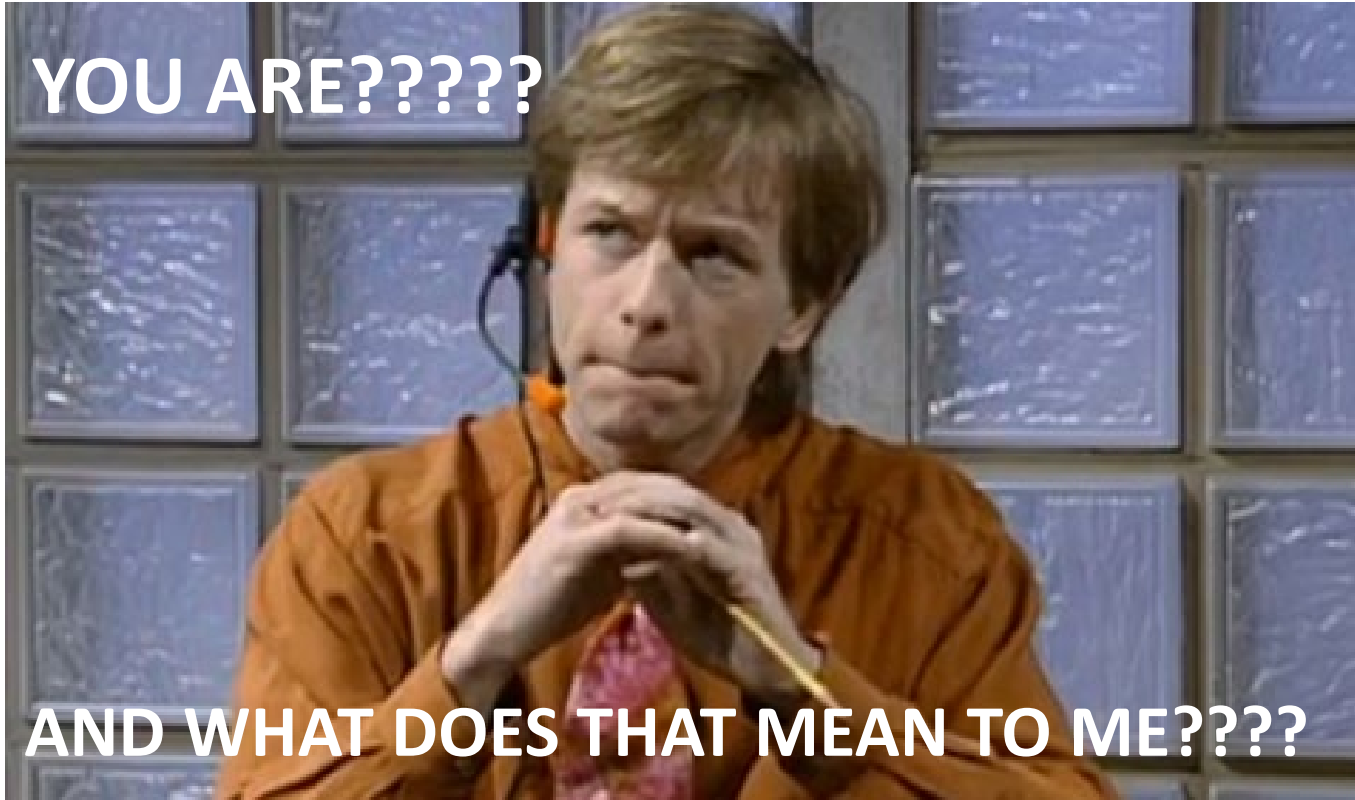


Image: nbc.com SNL

AGENDA

Shift

Clicks

What's Changed

Meaning

Personas to Individuals

What does that mean to me?



DATA POND TO DATA LAKE



DATA POND TO DATA LAKE



MOUSE CLICKS RE-IMAGINED



- Counting Clicks
- It is a barometer
- But something has changed
- You are starting to see it everywhere
- Reasoning

SCALE MEANS DATA – LOTS OF DATA



Image: Chonmapoom Phaisri Dreamstime.com

- Trillions of interactions
- Cross industry pattern recognition
- Decades of browsing history
- Understands context
- Infers intent
- Not just counts, interpreted behaviour

ANALYSIS – TO THE NTH DEGREE



- Can infer seriousness
- Budget tier
- Category intent
- Brand loyalty
- Upgrade likelihood
- Competitive interest

Image: takmenev wallpapers.com

PERSONAS? – GET OUT OF HERE!

Marketing Personas
MichaelDaehn.com



Income
Children
Age
Marital Status
Gender
Primary Interest
GroundSwell Profile
Location
Media Consumption
Preferred Promotions
Subscription Status

PAM
Young Homemaker
\$35K
Yes- in home
18-30
M
F
Shopping
Critics
Midwest
TV/Web/Email
Email/Direct Mai
Email/Direct Mai

JANE
Older Homemaker
40K
Yes- in home
35-50
M
F
Social
Spectators
Midwest
TV/Email/Magazine
Email/Direct Mai
Email/Direct Mai

ANN
Renaissance
\$45K
Yes- not in home
50+
M
F
Social
Inactive
Sunshine States
TV/Email/Magazine
Email/Direct Mai
Email/Direct Mai

KELLY
Established Pro
\$75K
Yes- not in home
35-45
M
MF
Education
Joiners
New England
TV/Email/Radio
Email/Direct Mai
Email/Direct Mai

- Personas to Individuals
- Segmentation to specific people as buyers
- What changes
 - Sponsorship packaging
 - Exhibitor conversations
 - Sales strategies

Image: takmenev wallpapers.com

PERSONAS? – GET OUTTA HERE!



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PICK YOUR POISON

- Claude, ChatGPT, etc.
- Any reasoning AI
- In seconds you get:
 - High intent buyers
 - Inferred budgets
 - Strategic recommendations

HOW?

“As the best data analyst, attached are stats from this Tradeshow website usage. Could you take a look and see: who is the most popular, page views, time spent, Booth clicks, company name clicks, and identify any interesting information that the data reveals? Thank you.”

THE ANALYSIS

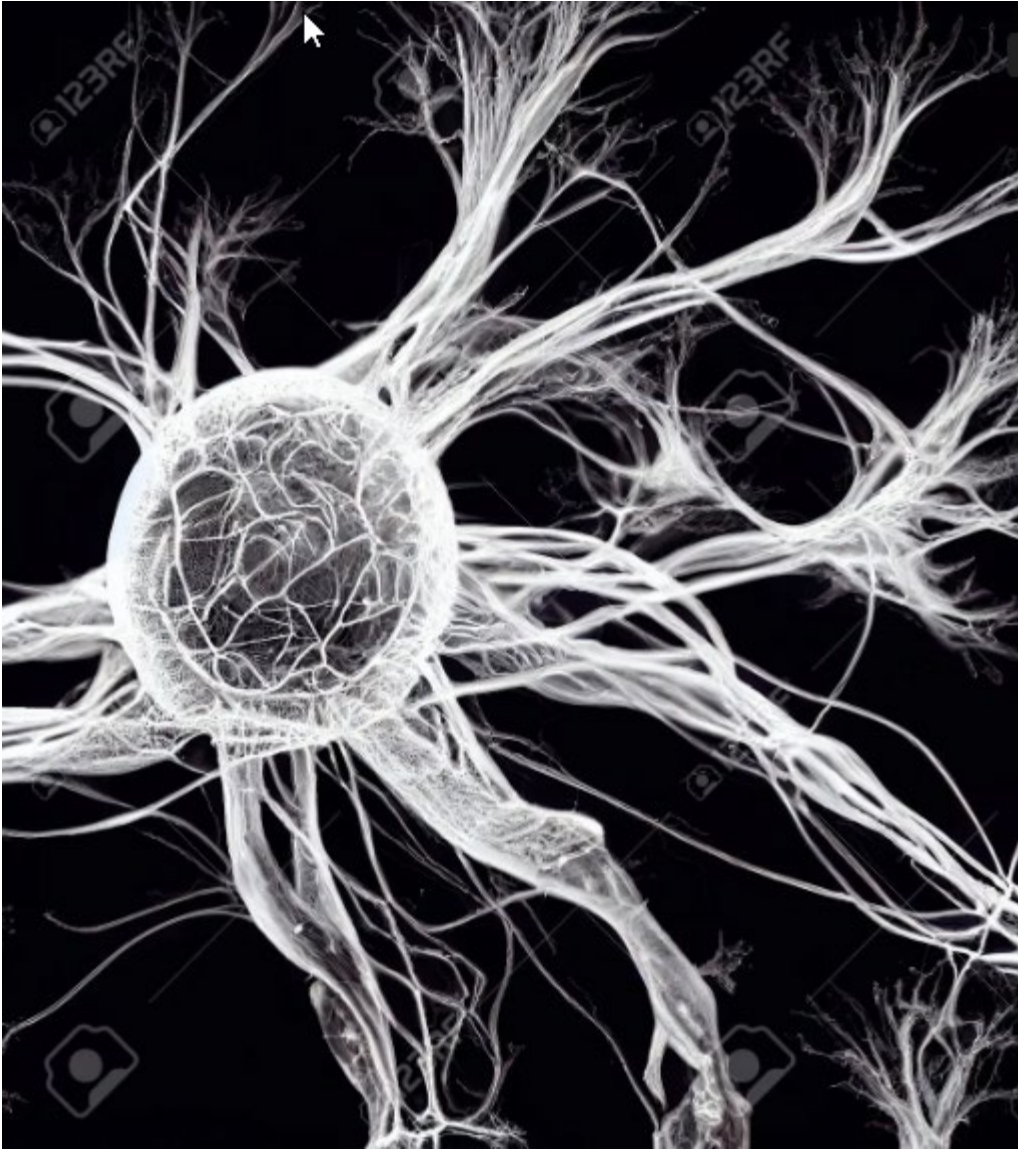


Image: 123RF.com



Tradeshow Website — Executive Highlights (Company names changed)

- **River dominates overall attention**
 - #1 in page views (**1,497**), booth clicks (**1,835**), and company name clicks (**386**)
 - Clear brand gravity; attendees browse broadly across multiple River booths/products
- **Alliance shows the strongest buyer intent**
 - ~**1,960 minutes total viewing time** from only **243 page views**
 - Indicates fewer visitors, but highly engaged, high-intent traffic
- **Key, Co, Win form the “high-traffic middle tier”**
 - Strong page views (500–735 range)
 - Solid booth interaction, but less depth than top performers
- **Cristie punches above its weight**
 - Lower traffic than major OEMs but **high company-name clicks**
 - Suggests focused brand interest rather than casual browsing
- **High End attracts premium-style engagement**
 - Fewer visitors, but **long dwell times**
 - Likely shoppers researching seriously, not just window-shopping



Tradeshow Website — Executive Highlights (Company names changed)

- **Heavy comparison behavior across the site**
 - High booth clicks vs. lower company name clicks in several cases
 - Attendees are product-shopping and comparing layouts/features more than reading brand pages
- **Non-exhibitor content can compete for attention**
 - “Meet & Greet” generated **~376 page views**
 - Confirms experiential or content-driven listings drive meaningful traffic

Patterns worth calling out

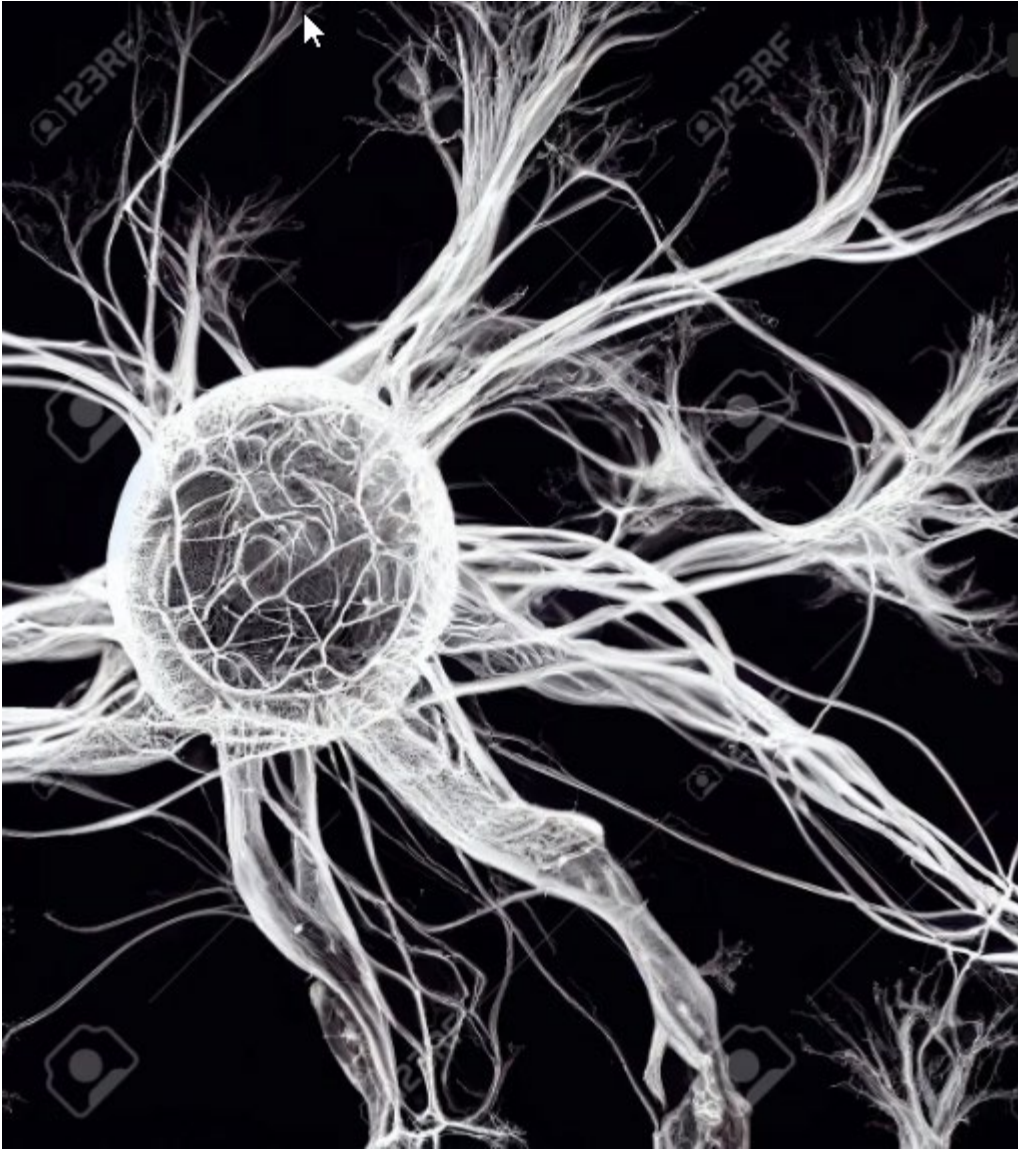
1. Brand gravity vs. depth

- **River** = massive reach + strong interaction
- **Alliance** = smaller audience, **very serious shoppers**
- **High End** = fewer visitors, but long dwell times (likely premium buyers)

2. Comparison behavior is real

High booth clicks + lower company clicks suggest attendees are:

- Rapidly comparing specs
- Less focused on brand pages, more on product layouts



Reach leader: River

Engagement leader: Alliance

High-intent niches: High End

Behavioral insight: Attendees are actively comparing products, not passively browsing brands



BUT WAIT THERE'S MORE...

Next Step

If you want, next step I can:

- Normalize this to **engagement per visitor**
- Flag **overperformers vs. underperformers**
- Or translate this into a **sales-ready insight slide** for exhibitors

HOW?

“Analyze this attendee browsing dataset. Identify behavioral segments, purchasing power indicators, brand preference signals, and actionable recommendations for exhibitors.”

“Not only does it make you a better salesperson, but it also makes you a better partner with the exhibitor.”



Actionable recommendations for exhibitors (what to do Monday morning)

For high-traffic / low-dwell exhibitors (big brands with shallow engagement)

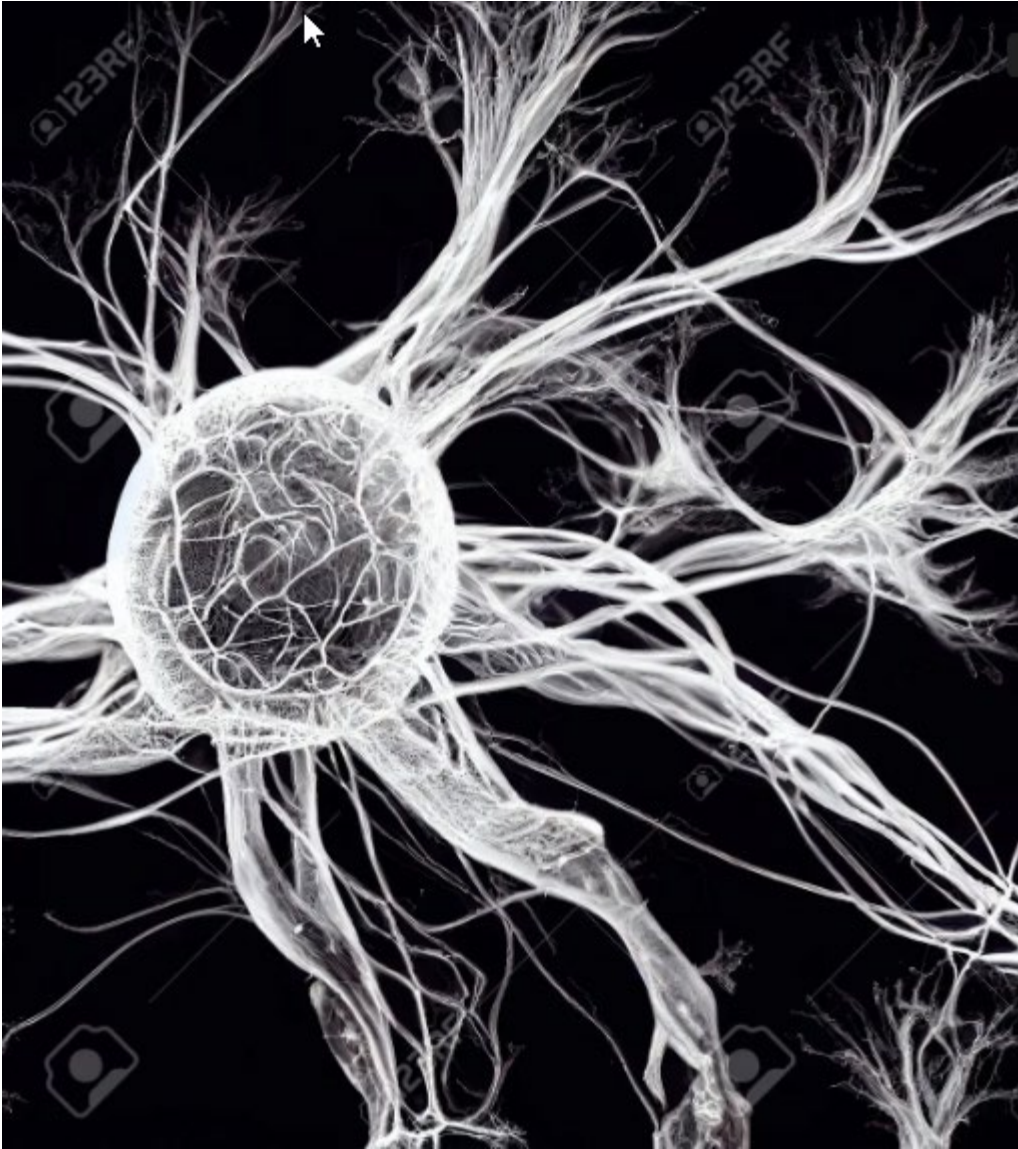
Goal: convert browsers into evaluators.

Put the **top 3 differentiators** above the fold (not marketing fluff—specific, comparable claims)

Add a “**Compare Me Against...**” section: product capacities, sizes, capabilities, MSRP band, warranty

Create “quick decision assets”: **1-minute video, spec sheet, top 5 FAQs**

Improve internal paths: “If you’re looking at X, you should also see Y”



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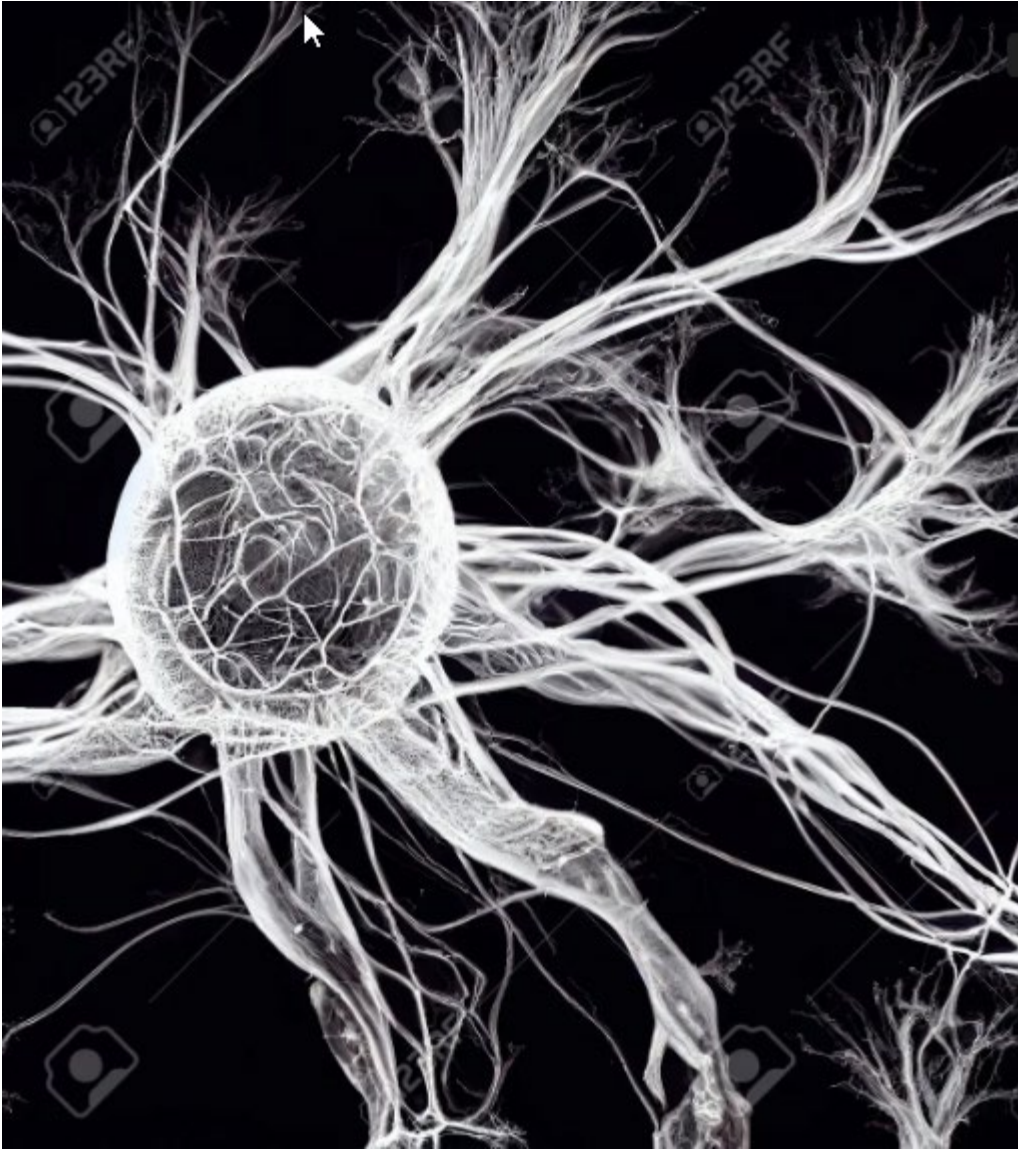
For deep-research exhibitors (high minutes/view)

Goal: capture the lead without killing the vibe.

Make the next step obvious: “Find a distributor” / “Build & price” / “Request info”

Add “confidence builders”: warranty, service network, delivery time, common objections

If you can only add one thing: **a clear CTA + one trust proof** (reviews, awards, network size)



Actionable recommendations for exhibitors (what to do Monday morning)

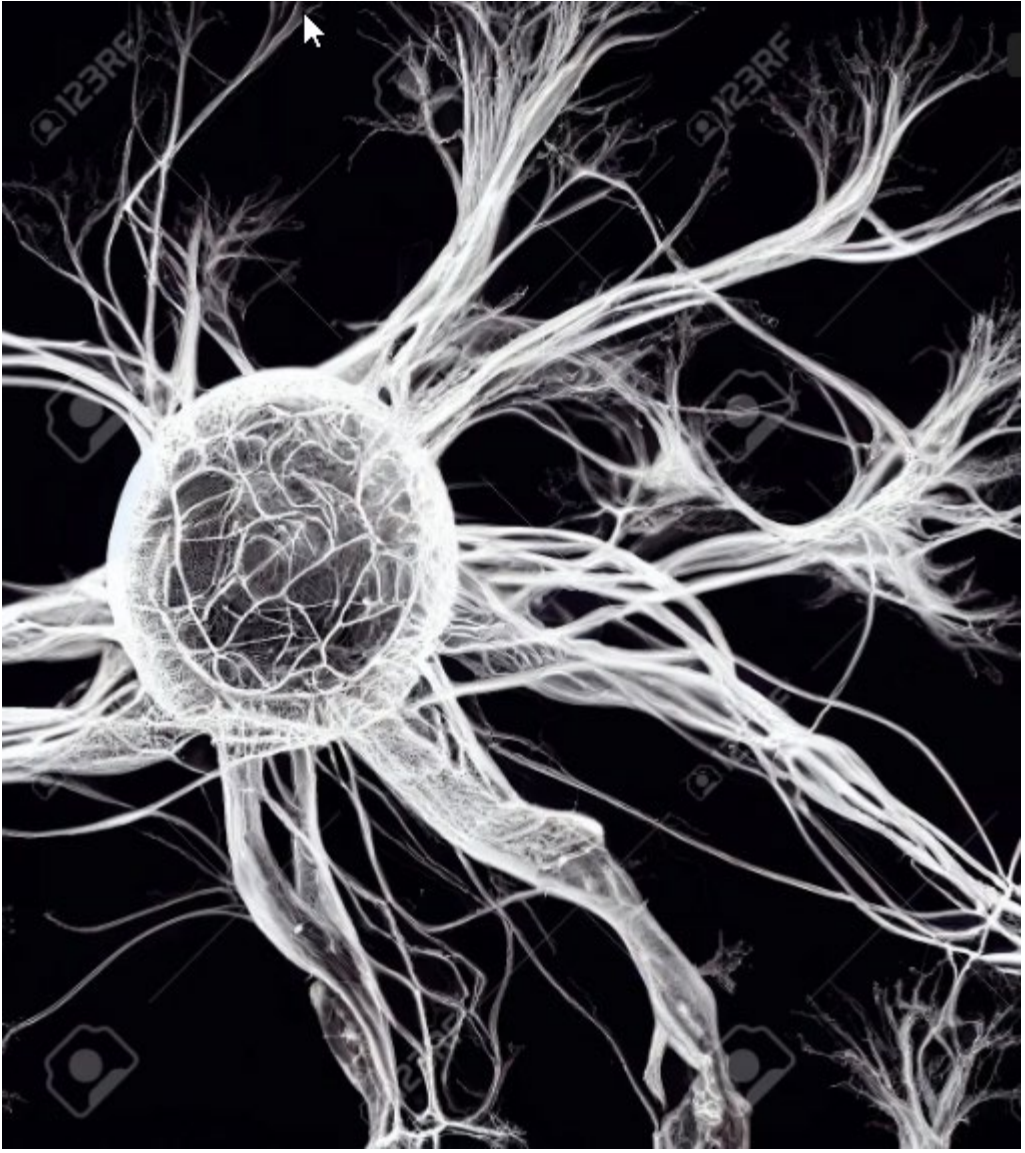
For comparison-heavy exhibitors (high booth clicks per view)

Goal: reduce friction during comparison.

Put a **“lineup map”** on the page: product family
→ who it’s for → key differences

Use “chooser logic”: “Best for x / Best for oy/
Best for z”

Show “why this product” in 3 bullets (not 12
paragraphs)



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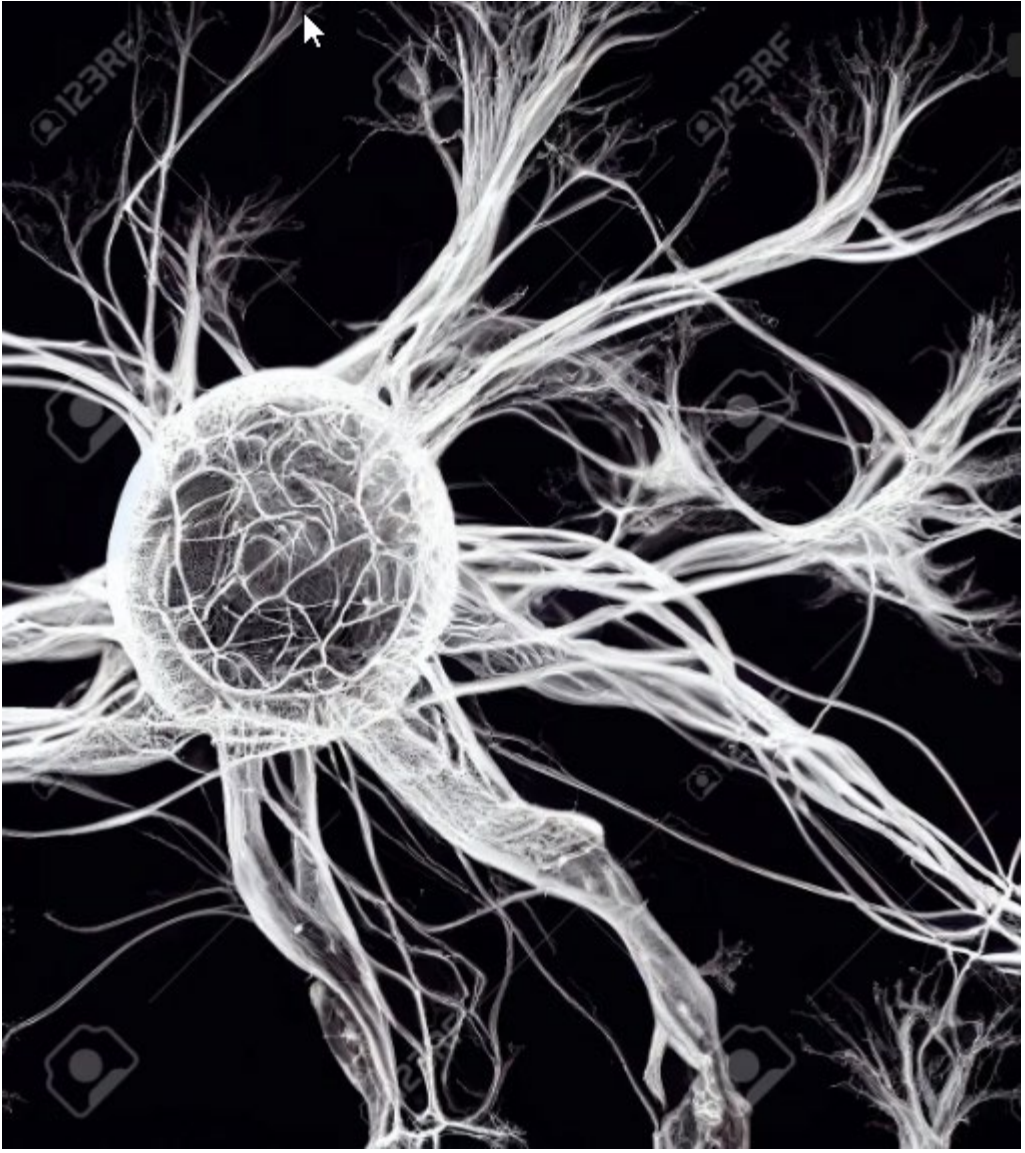
For brand-seeker exhibitors (high company/booth ratio)

Goal: feed credibility fast.

Lead with: warranty/service, install network,
support response time, certifications

Add “proof of legitimacy”: case studies,
testimonials, # installs, partner logos

Make website click worth it: send them to a
purpose-built landing page, not your
homepage



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YEAR ANNIVERSARY

THANK YOU

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