



# The Missing Metrics

It's time for **live events** to **prove their value**

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# The Live Events sector must **elevate its reporting processes** or risk losing the battle for marketing spend

For years, event marketers have been crying out for a simple yet comprehensive way to evaluate live event ROI. And, with many brands set to reinvest in live experiences in 2022, there's never been a more crucial time to measure performance against goals.

Robust reporting metrics are required to help brands better understand their customers and measure outcomes, not just outputs. We also need insights into what brands want and value, as this is fundamental to driving change industry-wide.

## “We asked 500 Brand Decision Makers...”

Elevate has conducted third-party research across five countries: **Austria, France, Germany, the United Kingdom, and the United States.**

We asked **500 brand decision-makers** working in the **Alcohol, Beauty, FMCG, Retail and Technology** categories about the **live event marketing KPIs that matter**, how they would use quality data and the developments they hope to see in the future.



# A New Dawn



It's time to **transform the thinking** around Live Events, showcasing their value as a **powerful and effective engagement channel.**



# 73% of event marketers are confident in their data, however there is a gap when it comes to useful metrics

FMCG and Retail have the most confidence in reported data, reflecting their experience and optimised processes for data monitoring, measuring and reporting. Alcohol and Beauty have direct access to customer information but lack confidence in data appraisal.

At the other end of the scale, Technology is used to capturing high quality data so may regard more manually processed information with suspicion. Overall, almost a third of large companies lack confidence in the data they receive from the event sector. They want better contributions.

The most valued KPI's are the ones rarely collected at Live Events:



Different categories value different KPI's.

The Top 3.	1	2	3
<b>Alcohol</b>	30% Total Purchase Value	26% Event ROI Score	25% Net Promoter Score
<b>Beauty</b>	32% Brand Recall Score	32% Future Purchase Intent	28% Event ROI Score
<b>FMCG</b>	33% Brand Preference Score	31% Social Sentiment Score	27% Event ROI Score
<b>Retail</b>	30% Event ROI Score	27% Brand Preference Score	24% Brand Satisfaction Score
<b>Tech</b>	43% Brand Recall Score	38% Social Sentiment Score	29% Event ROI Score

Research carried out by CensusWide with 500 CMOs/Directors in Austria, France, Germany, the UK and US between 17.01.2022 - 26.01.2022

# Live Event Priorities



Events which generate **Brand Loyalty** and **Lead Generation** are the most important post lockdown.



# More than ever marketers need to demonstrate the bottom-line impact of Live Event investment

## What reporting information do brands value?

Overall, across all categories, activations that offer *marketing campaign support* remain the strongest reason for investing in an Event, followed by *Help in brand repositioning and Promoting event sponsorship*.

### The Top 3 Event Priorities for the Technology Category:



### Face to face is vital for the Drinks category

Live events are even more important for Alcohol. Restrictions on promotion in many countries explains why there is a focus on Total Purchase Value and Future Purchase Intent as key KPIs for the drinks category.

## The ability to present data in a clear professional way is very important

The key information that brands value

The Top 3.	1	2	3
<b>Alcohol</b>	21% Choose Different Filters	23% High Quality Charts	22% Benchmark Scores
<b>Beauty</b>	31% Benchmark Scores	28% High Quality Charts	27% Live On-line Support
<b>FMCG</b>	27% Choose Different Filters	26% High Quality Charts	23% Data API Plug-in
<b>Retail</b>	29% Easy to read Dashboard	27% Compare Historic Data	24% Track data Pre/During /Post
<b>Tech</b>	38% Benchmark Scores	38% Easy to read Dashboard	25% Social Media Monitoring Score

Research carried out by CensusWide with 500 CMOs/Directors in Austria, France, Germany, the UK and US between 17.01.2022 – 26.01.2022

# Data Insights are a **Superpower**



Brands need insights to justify further investment and **improve future efficiencies.**



# Extracting the right data helps brands get closer to their consumers



## LIVE DATA: The Top 4 things it needs to support

What are the most important values that brands attribute to data gathered from live events?

### BUILD THE VALUE OF THE BRAND



Brands recognise that a live engagement moment, helps connect their consumers. Tech, FMCG and Beauty rank this as the No.1 most important data point to capture.

### TRACK DATA ACROSS CAMPAIGNS



Comparative data is vital, as this means brands can really track performance against historic data, location or type of event, highlighting their furious drive to optimise all live activations.

### PROVE THE VALUE OF FACE TO FACE



Retail places the most importance (36%) on this. The need to highlight the marketing value of face-to-face is also a top three priority for Alcohol, Beauty and FMCG.

### BENCHMARK VS. OTHER CHANNELS



Beauty values tracking event performance against other marketing activities. Beauty brands have very loyal customers, so seeing how live interaction benchmark against other activities is essential.

## “Having the right calibre of on-site people to data capture is essential”

Brands need a pool of staff experienced with conducting surveys with consumers. Staffing teams can now be equipped with connected tablets, smartphones and other devices that allow data delivery in real time. Such teams also need skills in observation, body language reading and understanding consumer behaviour.



# An innovative future



Exciting technology enhancements will dramatically improve the way brands track consumer behaviour at live events.



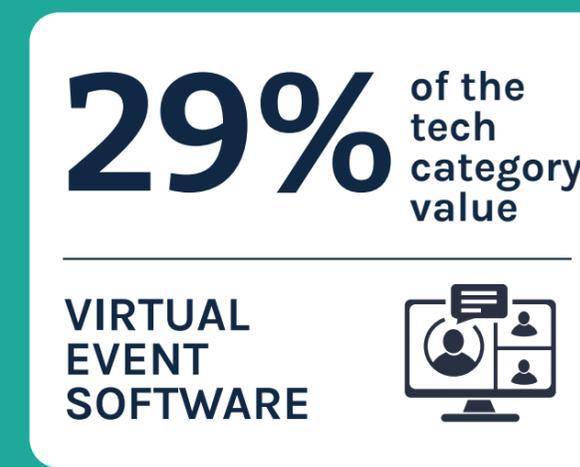
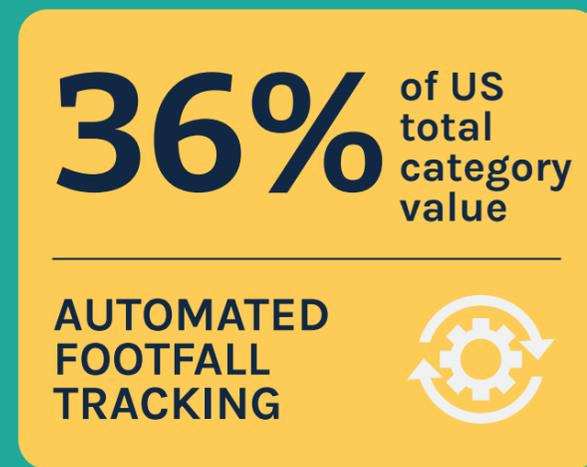
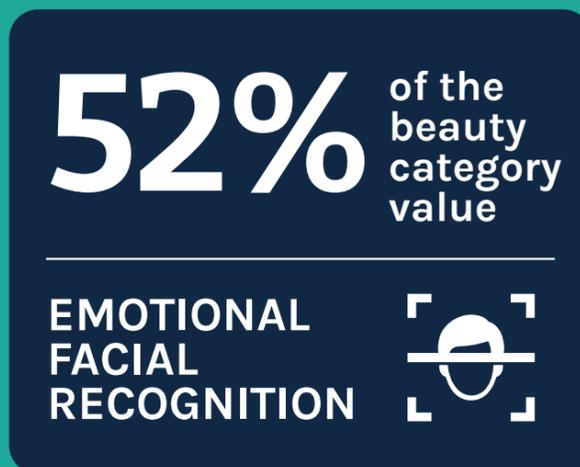
# Marketeers want to understand what consumers really feel – not just think - about their brands



Exciting new innovations are developing in the live experience space, to help track human behaviour



What are the most valued new technologies by category?



## Focus on Sustainability

With more attention on the environment and climate change, it is reassuring to see that event sustainability analysis is important to Technology, Retail and Alcohol sectors. Technology is beginning to come under scrutiny for its environmental footprint and 'e-waste', so this may reflect a general concern across consumer electronics and related business. Alcohol has a sustainability perception problem around activations, with non-recyclable containers often left scattered in the immediate area. **Brands are rightly taking up the recycling challenge.**

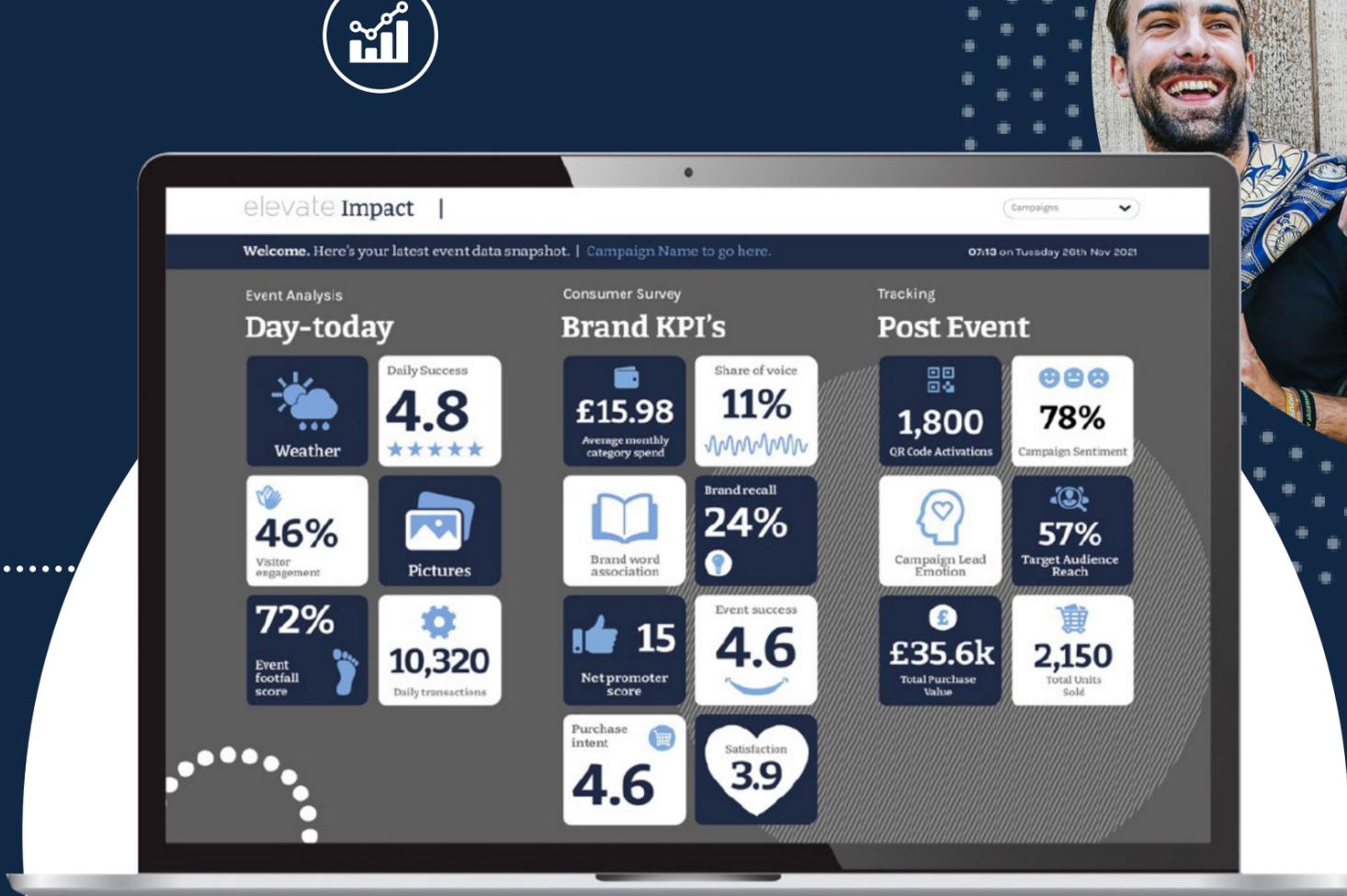
# Impact: a revolution in data collection

Brands, especially Beauty and FMCG want to use new technology to help capture emotional insights and improve the consumer engagement process.

It's clear, the future of event optimisation is data-driven. To meet this challenge, Elevate has developed IMPACT: a real-time reporting platform which will revolutionise the way that brand experience data is captured and analysed. Information is presented on an easy to navigate dashboard, which is updated instantly from on-site activity and can be used to track and monitor over 250 individual data points.

## Track Brand Experience: Pre-During-Post Event

Impact measures everything from staffing metrics all the way through to footfall monitoring, brand performance metrics and post-event tracking including social listening and purchase intent. Impact reports over 17 different performance KPI's.



## LIVE DATA LEADS TO PREDICTIVE OUTCOMES

### EFFECTIVE BENCHMARKING

1. Benchmark against previous campaigns
2. Compare vs. category best practice
3. Set 'alerts' based on activity parameters

### IMPROVE OUTCOMES

1. Identify 'live' issues and action change
2. Change Staff 'Mix' based on site traffic
3. Manage inventory based on daily stock



# Conclusion: It's time to measure what is needed

## There is a real opportunity to change the way data and analysis is collected in live event environments

It's clear from this report that brands are increasingly asking for more accuracy and consistency in what is reported, primarily at the c-suite level. A renewed focus is needed, especially as the switch to digital during the pandemic has proven the power of data to effect change.

## The industry needs to work on this together

There needs to be a concerted effort to close this data gap across industry bodies, brands and agencies. Clear event KPIs and industry recognised benchmarks must be established to allow direct comparison with other marketing channels.

The future is looking good, especially for those that invest in new technology and create live reporting platforms to prove the ROI of running Live Events. The industry will look very different by 2025 and it's the businesses that realign the role and value of their data that will profit.

## 6 key findings

1

Loyalty and lead generation focused events are a priority

2

Brands want robust reporting to help understand customers

3

Brands value data and want more from the 'live' sector

4

Data needs to be presented in digestible and informative ways

5

Specialist, trained event staff are critical to data accuracy

6

Tech innovations, like facial recognition, key to getting better insight



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Connecting People With Brands

# elevate

Elevate is an award-winning, global staffing partner for brand experiences. We create and deliver multi-market projects in partnership with leading brands in retail, technology, beauty, entertainment, alcohol, health and sport. With offices across Europe and North America, we have earned our reputation by enriching brand-consumer relationships through positive human connections. Our proprietary technology platform - Impact - offers advanced reporting and optimisation capabilities, including real-time customer insight, activation data and ROI reporting, to deliver higher performing live and virtual experiences.

To discuss the findings in this report and how Elevate can help shape and deliver the data you gather for brand activation, please contact your local Elevate office. For media enquiries, please contact: [amy.donnely@weareelevate.global](mailto:amy.donnely@weareelevate.global)

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