



Introducing Bear IQ

Event Analytics. Done Right.

www.BearAnalytics.com



Bear IQ makes it easy to answer your most important event questions

Bear IQ is the industry's most advanced events analytics platform. Designed with today's event organizer in mind, the Bear IQ platform is fast, intuitive, predictive, and drives critical event intelligence across marketing, content, and exhibitions. It allows an event organizer team to quickly answer any question in the rapidly changing world of events.

- Who is our audience?
- Who did our exhibitors meet?
- What content was shared, and consumed?

- What would we change next year?
- Which exhibitors can we upgrade based on performance?
- What new sessions/products can we deploy?

- Are we tracking with our budget and forecast?
- Which segments are under or over performing mid-marketing cycle?
- How can we improve marketing effectiveness?

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Innovation to Drive Event Success

Bear IQ takes the guesswork out of measuring and benchmarking event performance. The Bear IQ engine ingests, cleans, enriches, and measures your audience, exhibitors, and content performance across more than 100 metrics.

This process allows you and your team to apply a data-driven approach to audience acquisition, content recommendation, exhibition ROI reporting, and post-show analysis.

And one more thing - Bear IQ is platform agnostic - meaning it can work across multiple events with multiple providers seamlessly.



What Bear IQ Measures

Overall Event Performance

Understand the topline performance of your event to fuel post-show reporting and debriefs. Provides totals and averages across audience and engagement.

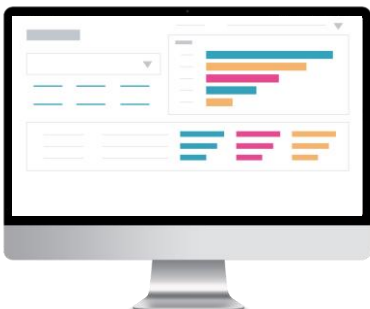


Attendee Profiling & Composition

Analyze the demographic and behavioral makeup of your event audience including trends in registration timing, engagement levels, and audience evolution over time.

Exhibitor & Sponsor ROI

Tell the story of the event from each exhibitor's perspective including their overall engagements, performance vs. event averages, and deep dives into the demographics of their leads.



Content & Session Analytics

Analyze the performance of each session, track, or content type based on audience interactions. Provides overall averages and deep dives into each session and audience makeup.

Bear IQ Packages

	Core	Advanced	Enterprise
Best for	Event performance measured across audience, content, and exhibitors	Total event analysis with individualized insights and advanced filtering	Dedicated solution tailored to your organizational needs
Data Sources	Up to 2	3+	3+
Historical Data Comparison	1 year	Up to 2 years	3+ years
Number of Dashboards	3 panes	6 panes	Custom
Features	<p>Interactive reports with drill-downs on activity levels</p> <p>Slicers for demographic, geography, & engagement</p> <p>Event overview panes</p> <p>Export functionality</p>	<p><i>Everything in Core plus:</i></p> <p>Automated insights</p> <p>Advanced tool tips</p> <p>Individual exhibitor reports</p>	<p><i>Everything in Advanced plus:</i></p> <p>Customized panes</p>
Number of Users	Unlimited	Unlimited	Unlimited
Data Updating Frequency	Fast	Faster	Fastest

Trusted by Leading Event Organizers



National
Association
of Home
Builders



Email us at hello@bearanalytics.com or call (703) 782-5111 to learn more.

What Our Users Are Saying!



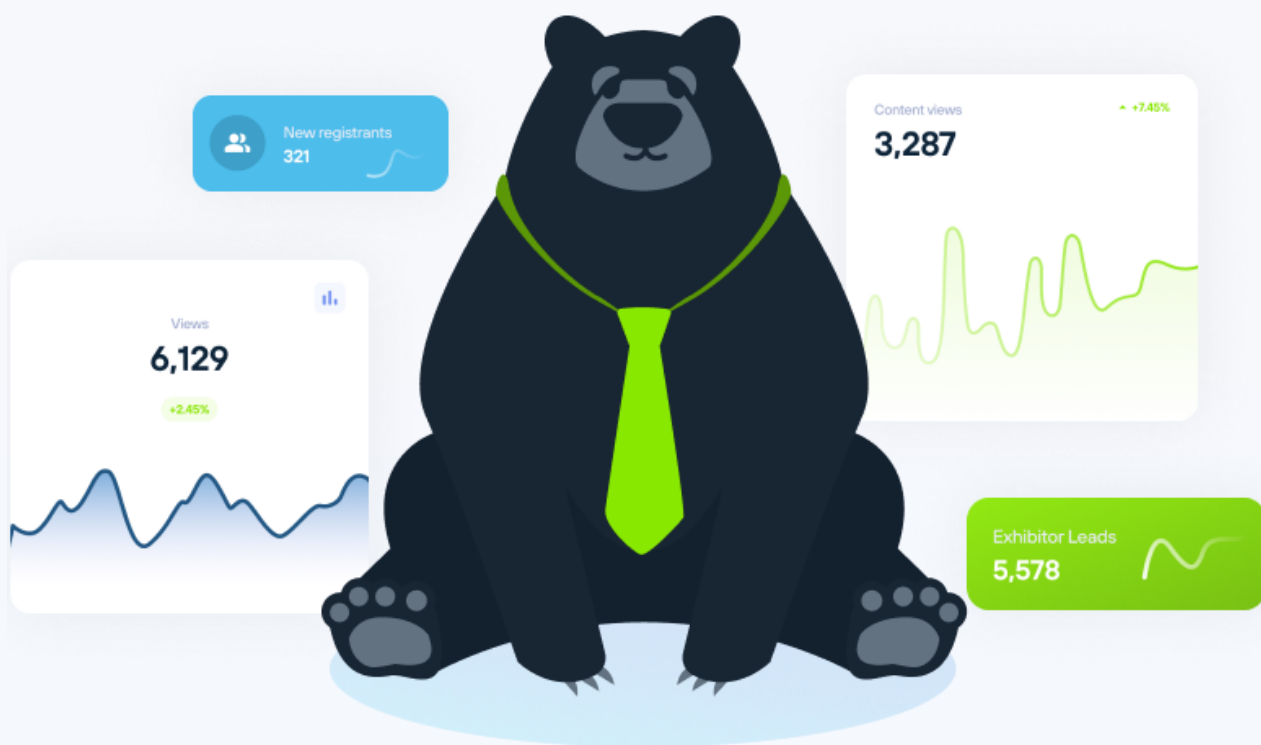
“Working with Bear takes all the guesswork out of data. Not only does our partnership with Bear provide our clients’ the important information that they need to make critical decisions, it also gives the Taffy marketing team with the most up-to-date analytics to create robust and targeted marketing campaigns. Week by week during our campaign, we derive insights and suggestions from the Bear platform that we can immediately turn into action items.”

Ally Jenkins | Taffy Event Strategies | Director of Marketing



“Wow, what a company. In addition to offering an amazing product and service, they’re amazing people. They genuinely care about the outcome of your work together and it’s evident in their proactiveness, their willingness to adapt to your unique organizational priorities and their commitment to evolve their own product and expertise. The world of data is intimidating, but Bear IQ makes it feel manageable.”

Paul Kissin | National Confectioners Association (NCA) |
Director of Marketing and Web Technology



Interested in supercharging your next event?

Email us at hello@bearanalytics.com
or call (703) 782-5111 to learn more.