# BOOTH ANALYTICS



**The GECO Expo platform track accurately and in-detail who does what and when.**

**This generates powerful intelligence analytics, data, and detailed insights into the activities and interests**

**of participants.**

This data can be used for:

- Follow-up potential students
- Follow-up to potential employees or employers
- Target future activities
- Measure the ROI of the virtual event
- Start designing the next virtual event

You need to be logged in the platform with your Exhibitor profile, only the exhibitor can see and download the analytics of the booth.
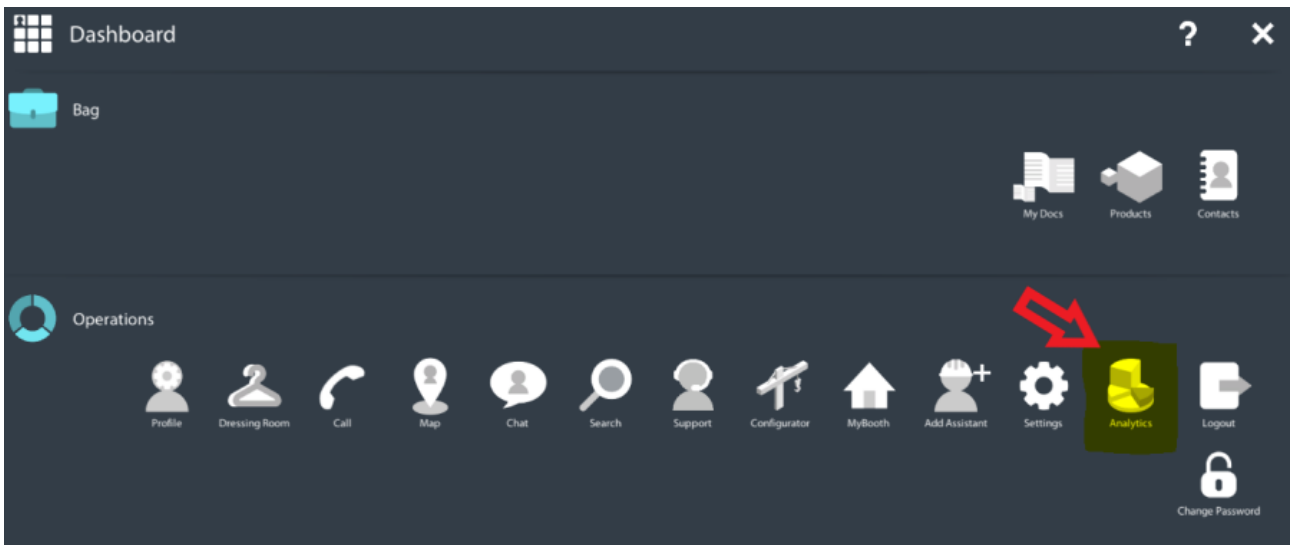
## How to check your personal analytics during the days of the virtual fair:
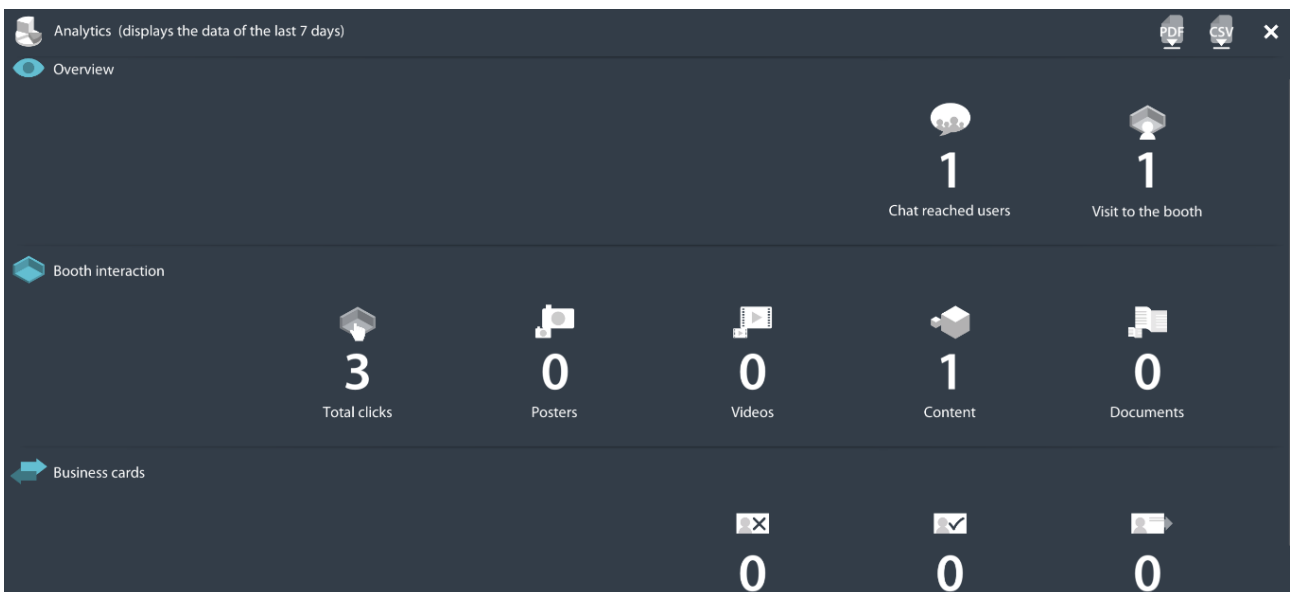


Click on the **dashboard button**, in left bottom of the screen ➔

Then you have to click on the **button Analytics**.



Here you can **see the live analytics** of your stand:

**To download the report**, you have to click of the button on the right top corner of the screen →

 You can choose to download a PDF or CSV File.

**You can do this operation during the event or the end of it.**

**In the report you will see the details of:**

- all the interaction done by the attendees of the booth with all your contents: Products | Brochures | Video | Infos & Contacts | Posters & Graphics

- the business cards exchanged & requested

- the list of attendees that have visited the booth together with related details inserted during the registration process: For Example: Email | Name | Company | Role | Date of the visit

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## For support send an email to: support@gecoexpo.com