Analyzing Booth Foot Traffic to Identify Opportunities
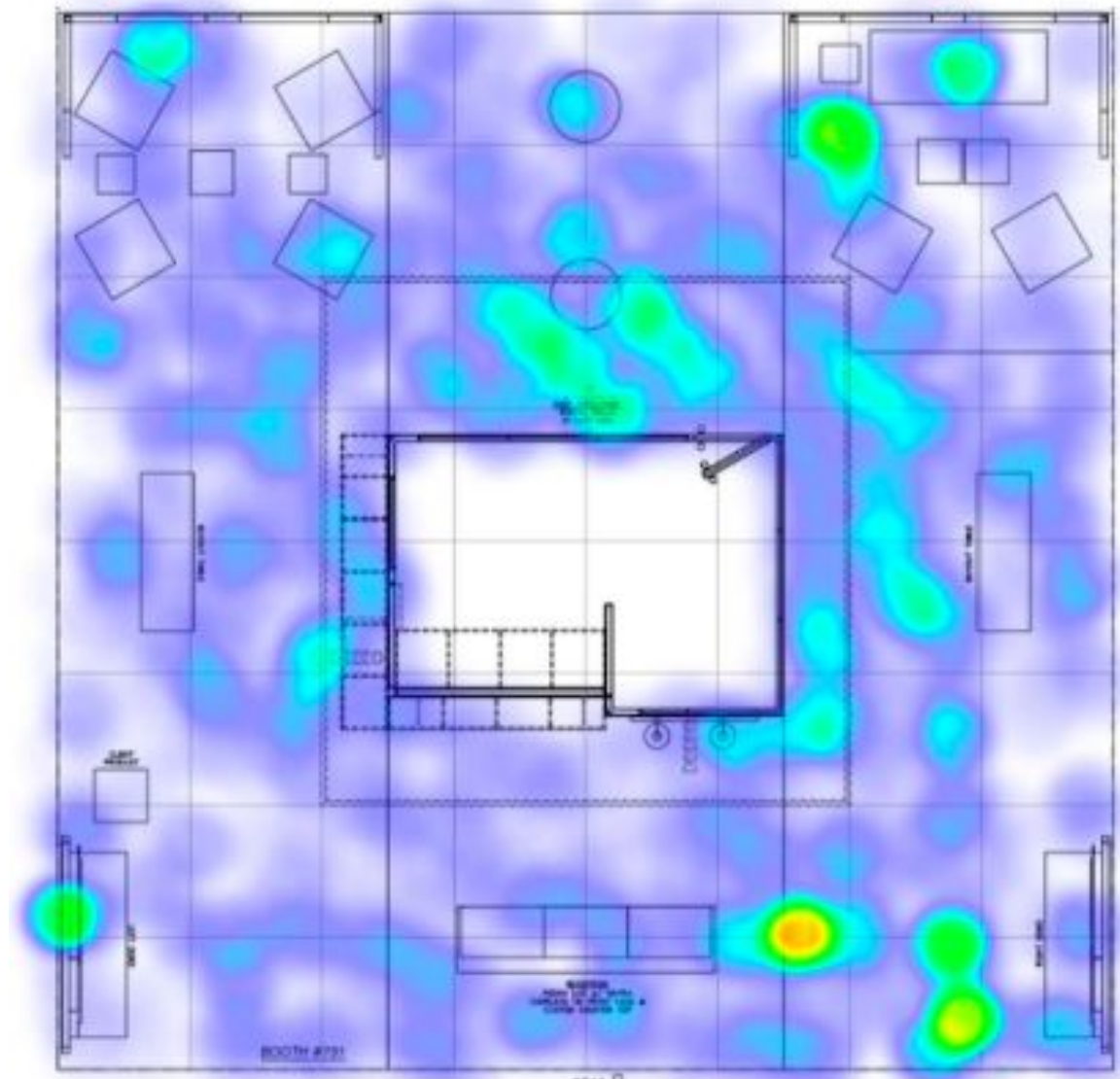
Most Popular Area	Lounge 2
Most Engaging Area	Table 2

Engagement Notes:
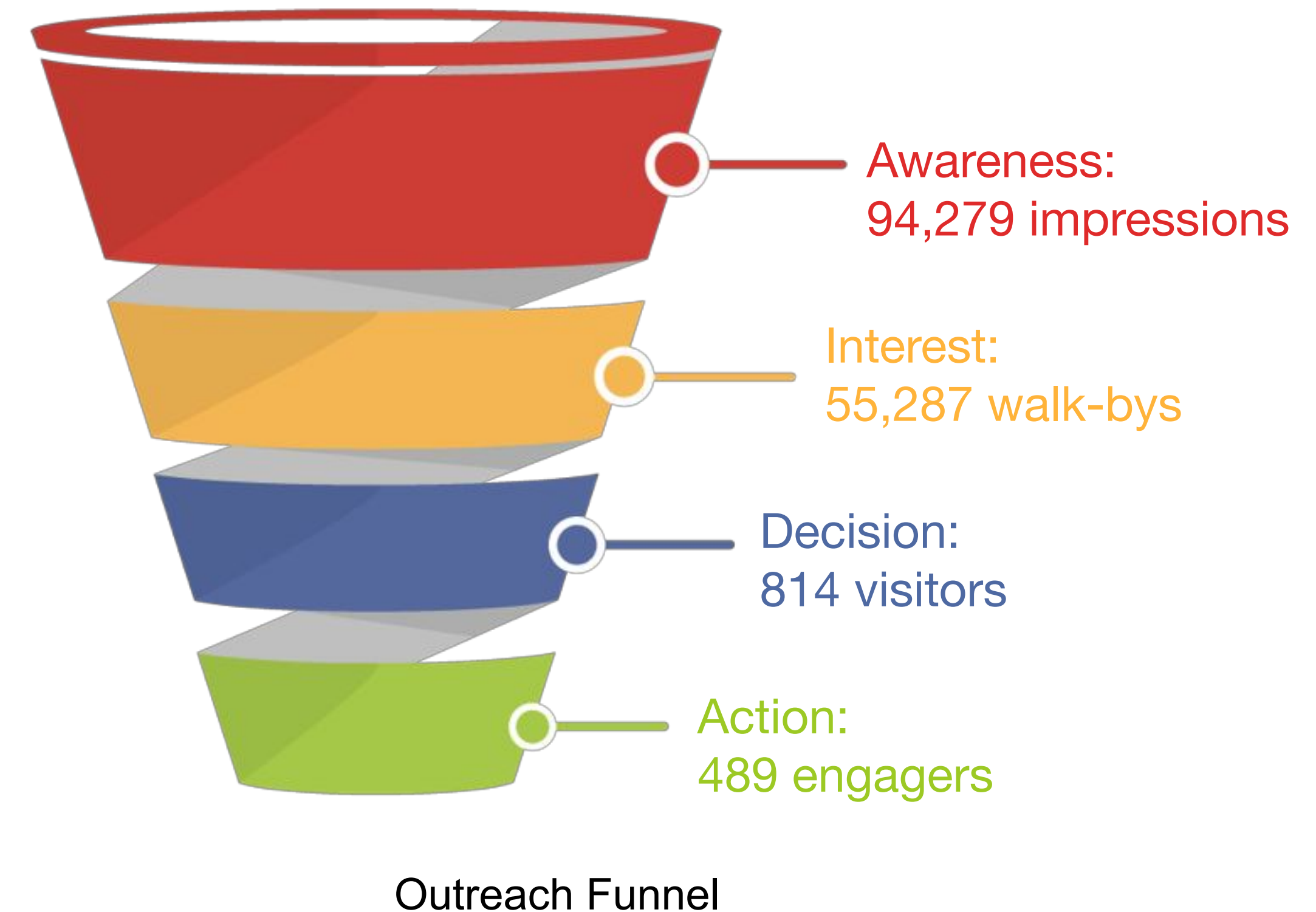* red zones indicate the areas with longer engagement

Foot Traffic Heatmap

FastSensor assisted T-Mobile in measuring revealing metrics, including total engagement with each display, most popular area(s), even which areas generated the longest dwell.

Armed with this data, T-Mobile will strategically steer future events towards engagement-driving variables.

FastSensor

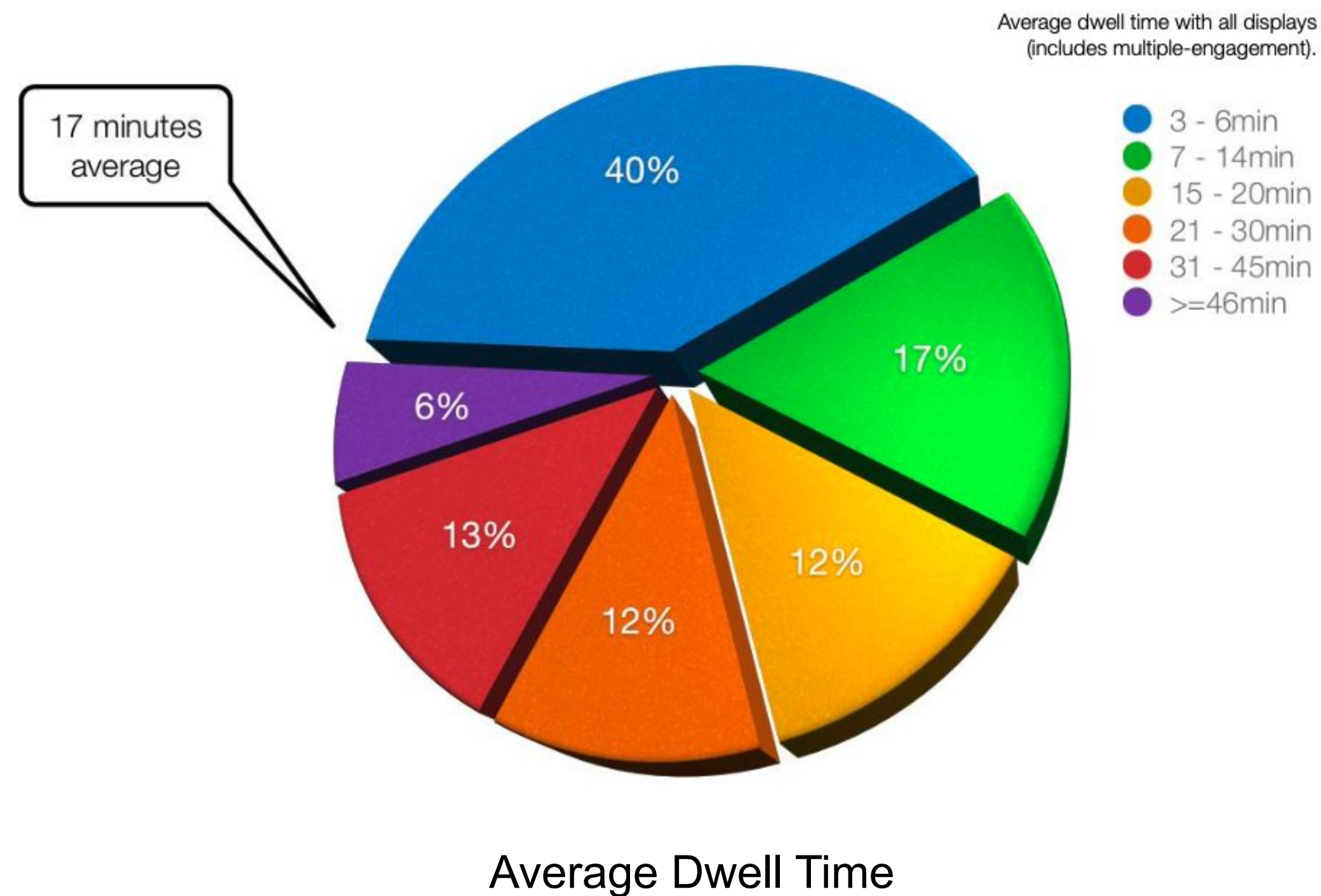T-MOBILE FOR BUSINESS
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Measuring *Complete* Booth Performance

Utilizing our FastSensor for Events product, we discreetly installed our dedicated hardware in strategic locations around the T-Mobile booth.

Next, during the Channel Partners conference, FastSensor collected anonymous visitor analytics and engagement metrics, allowing our customer to evaluate their overall performance.

Awareness:
94,279 impressions

Interest:
55,287 walk-bys

Decision:
814 visitors

Action:
489 engagers

Outreach Funnel

FastSensor

*Numbers have been slightly altered to protect customer privacy

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Delivering Actionable Analytics

Average Dwell Time

FastSensor provided a collection of critical KPIs to assist in T-Mobile's final event evaluation, including;

- Outreach Funnel (Awareness, Interest, Decision, Action)
- Time-in-view
- Display Attraction and Area Engagement
- Average Dwell Time

Additionally, FastSensor measured walk-by to walk-in conversions to further understand the booth's effectiveness.

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What's next?

Armed with FastSensor for Events and detailed booth reporting, T-Mobile is well prepared to maximize future opportunities.

T-Mobile is now using this data, combined with results from addl. trade shows, to optimize booth design, make key staffing decisions, improve marketing materials and more, all to increase engagement from future events.

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CASE STUDY

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Thank you!

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Channel Partners CONFERENCE & EXPO

Learn more about our AI-powered solutions by visiting FastSensor.com today.