

The ROI of Event Apps



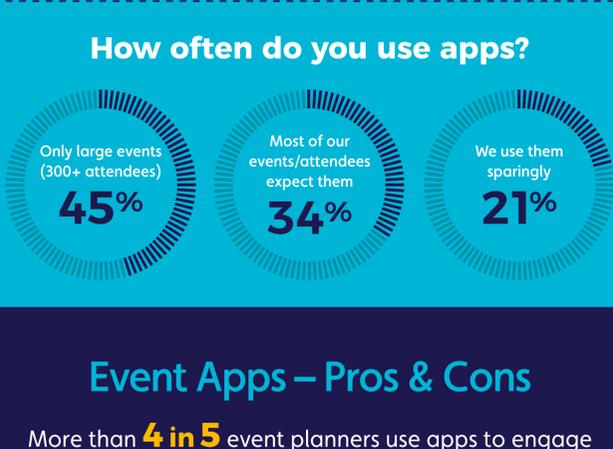
Most event attendees expect an app these days - and most organisers want one too!

But are event apps worth the investment? What features do attendees value the most? How are organisers promoting apps? And how are they measuring results?

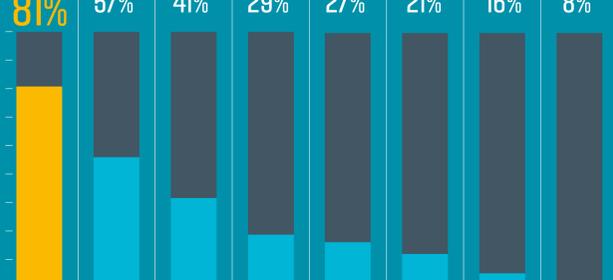
The Uptake of Event Apps

More than **1 in 2** organisations are already using apps around their events - but price and roll-out time remain the biggest barriers to adoption

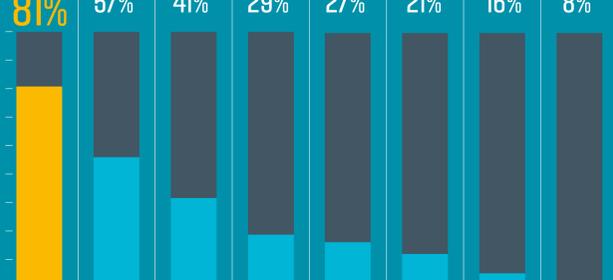
Do you use event apps?



What are the reasons for NOT using an app?



How often do you use apps?



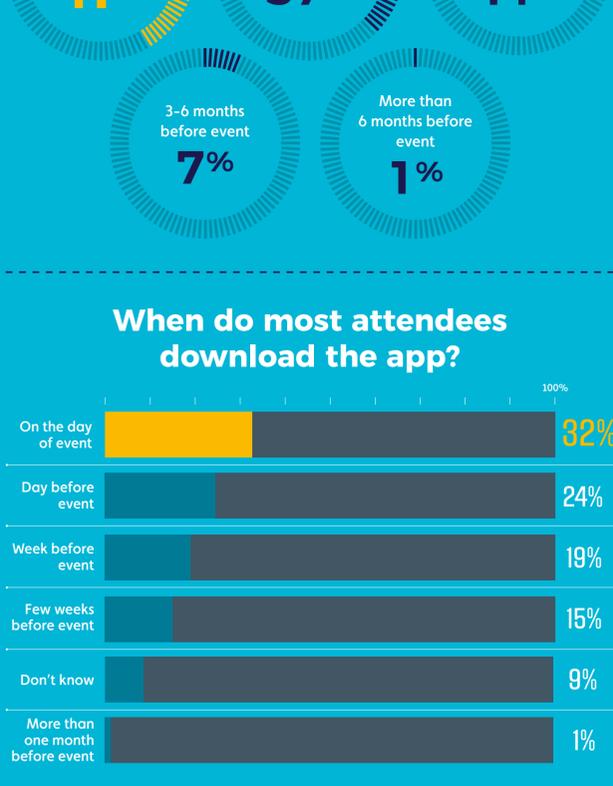
Event Apps – Pros & Cons

More than **4 in 5** event planners use apps to engage more with attendees – but low adoption rates seem to be a problem for many

Why do you use event apps?



Top Challenges in Using Event Apps



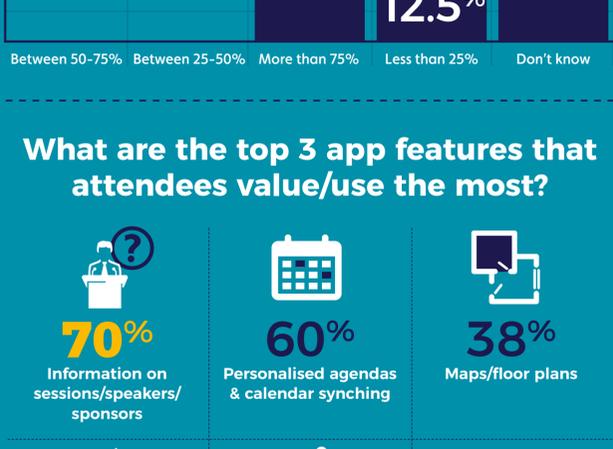
Marketing Event Apps

Email is seen as the **TOP marketing platform** for promoting event apps. Majority of organisers market their apps in the months leading up to the event – yet most attendees download it on the day of the event.

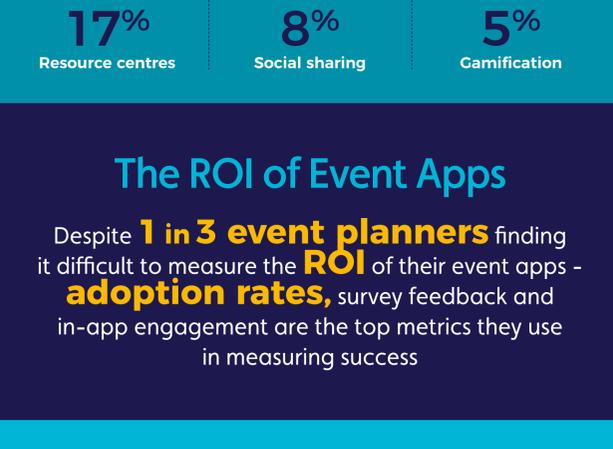
How do you promote your event app?



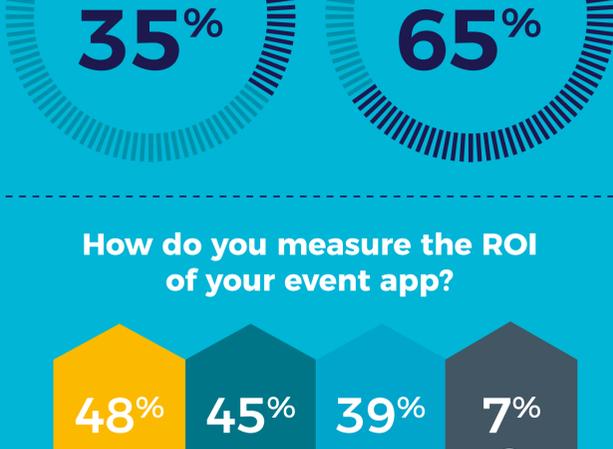
When do you start promoting your event app?



When do most attendees download the app?



Do you promote your app to attendees AFTER an event?



How Do Attendees Use Event Apps?

Majority of event planners claim **50-75%** adoption rate for their event apps – with session information and **personalised agendas** ranking as most popular features used by attendees

What is the average adoption rate of your event apps?

What are the top 3 app features that attendees value/use the most?

The ROI of Event Apps

Despite **1 in 3 event planners** finding it difficult to measure the **ROI** of their event apps - **adoption rates**, survey feedback and in-app engagement are the top metrics they use in measuring success

Do you measure the ROI of your event app?

How do you measure the ROI of your event app?

Check out Eventsforce Mobile – the event app you can have up and running in minutes! Get in touch today or find out more [here](#).

SOURCE: Eventsforce Study 2019 – The ROI of Event Apps

www.eventsforce.com