

Case Study:

**Harnessing XPAI Analytics for Enhanced Automotive
Market Research During Exhibitions**





Background:

The automotive industry thrives on innovation, precision, and a deep understanding of customer preferences. In the age of data-driven strategies, measuring offline experiences to tailor marketing campaigns and product positioning is of paramount importance. Enter XPAI: the cutting-edge solution launched in 2021, tailored to capture and interpret vital data within physical environments like retail spaces, meetings, and exhibitions.

Leveraging the AVAI One sensor, coupled with XPAI AI and the Heartbeat analytics platform, XPAI offers a deep dive into demographics, perceptions, and engagement. It also prioritises user privacy, evidenced by its GDPR compliance and the ePrivacyseal data protection certification.

Challenge:

A leading automotive brand faced a conundrum. They wanted to stand out and gather intricate market research in a vast exhibition space teeming with competitors. The aim? To fathom which vehicles appealed to specific demographic groups and when these groups were most active during the exhibition. This information would be pivotal in shaping future marketing strategies.

Solution:

XPAI was integrated into the exhibition space, meticulously monitoring attendee interactions, preferences, and engagement times. The objectives were clear:

- Discern which vehicle model resonated best with different demographic groups.
- Determine the peak times these groups were present, enabling better promotional activity planning.





Results:

The data harvested was revelatory:

- There was a tangible mapping of demographic groups to specific car models, highlighting clear patterns of preference. This deep insight meant that marketing campaigns could be targeted more effectively, ensuring that the right vehicle was showcased to the right audience.
- By leveraging this data in online marketing strategies, the brand observed a significant improvement in conversion rates. Tailored content and precise targeting meant that potential customers saw the models that resonated most with their demographic group, leading to higher engagement and better conversions.
- Furthermore, the brand strategically timed promotional activities during the exhibition to coincide with the presence of specific demographic groups. This meant that promotions had maximum impact, resulting in a substantial 15% uptick in leads garnered during the exhibition.

In conclusion, by embracing the XPAI analytical framework, the automotive brand not only elevated its exhibition presence but also fortified its market research, ultimately driving stronger engagement both online and offline.



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