Case Study:

Enhancing Financial Services Conference with XPAI

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Background:

The financial services sector is characterised by its competitive nature and rapid evolution. In such a landscape, conferences are pivotal in fostering connections, sharing insights, and setting benchmarks. Standing out from the crowd is essential in a sea of countless events. Enter XPAI—a groundbreaking solution offering analytics for offline spaces. The XPAI AI and the Heartbeat data analytics platform bridge the gap between offline events and quantifiable metrics. By providing real-time insights, it redefines how offline experiences are gauged and ensures utmost data protection, courtesy of its GDPR compliance and ePrivacyseal accolade.

Challenge:

A prominent financial services provider was preparing for their upcoming conference. However, they wanted to make it a unique and unforgettable experience, setting themselves apart from their competitors. The challenge was determining the most suitable topics and formats to help them achieve their goal.

Solution:

Partnering with XPAI was the natural next step. By using XPAI's strong analytics capabilities, we carefully measured two smaller events to determine:

- The topics that were most popular among different groups of attendees.

- The most effective formats for each topic.

With the insights we gained from these events, we created a plan to improve the upcoming event.
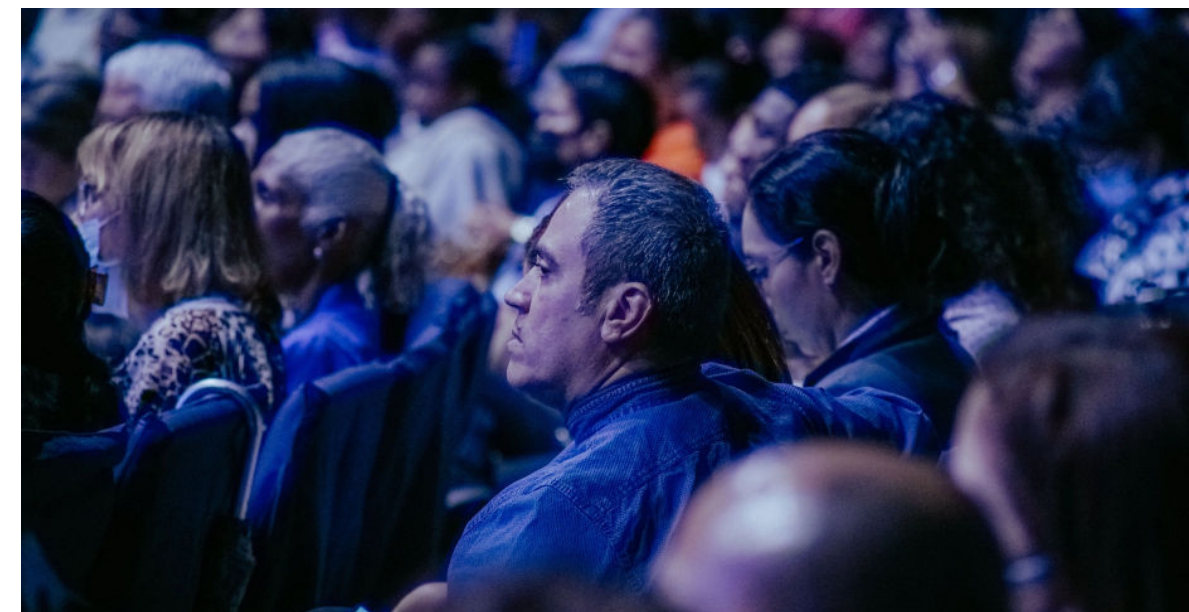
Results:

The results of the optimisation were impressive:

- The very first optimisation saw a 3% spike in audience attention.

- The Experience Score, a key metric in gauging attendee satisfaction, surged by 6%.

The collaboration between the financial services institution and XPAI was just the beginning of a data-driven strategy that transformed a routine conference into an exceptional event. With the help of XPAI's insights, the organisers initiated several rounds of optimisation, resulting in a 15% improvement in attendee experience and a similar increase in attention levels.

The collaboration highlights the transformative potential of data-driven strategies, setting new standards in engagement and content delivery.

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