



Getting the Most Out Of Your Virtual Event Data

As the event's world pivots from face-to-face engagements to the virtual environment, the data game has changed. As new platforms and technologies are adopted to drive engagement during the COVID-19 pandemic, there is a thirst for highly visual insight development. We specialize in telling the story of event engagement via the data that powers it.



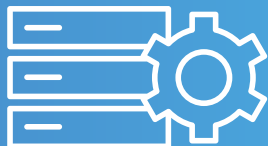
System API



.csv File

Bear Analytics Virtual Platform Data Ingestion

Secure passage of data to Bear.



Bear Analytics ETL Data Engine

Cleaning, enrichment, and data harmonization.



Bear Analytics Metric Calculations

Generating metrics across engagement, loyalty, retention, and more than 20 additional factors.



Telling the Story

Determining the best visualization mechanism for the story that needs to be told.



THE PLASTICS SHOW



National Association of Home Builders



Working with Bear takes all the guesswork out of data. Not only does our partnership with Bear provide our clients' the important information that they need to make critical decisions, it also gives the Taffy marketing team with the most up-to-date analytics to create robust and targeted marketing campaigns. Week by week during our campaign, we receive insights and suggestions from the Bear team that we can immediately turn into action items. This meticulously reported data, coupled with the high-touch and personalized service we get from all Bear employees takes this vendor/client relationship to the next level.



Ally Jenkins

Director of Marketing
Taffy Event Strategies

Using Bear Analytics' Audience Heartbeat & Audience Pulse

Want to learn more? Connect with us

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