



Bear IQ: An Insight Platform for Virtual Events

Elevate the power of your virtual event platform by bringing its data to life.





THE BEST VISION IS INSIGHT

Malcolm Forbes

Who is Bear Analytics?

Bear Analytics is a data analytics company focused on bringing best-in-class solutions to event organizers across the globe. We focus on driving action powered by insights to improve the quality and success of in-person, hybrid, and virtual events.

Trusted by dozens of top event organizers such as...



Challenges for Today's Virtual Event Platforms

Virtual event platforms power amazing digital experiences. Data from those experiences is captured and ready to be mined. But, some challenges exist.

Product development team is being tasked with custom reports that aren't scalable

Want to be a software company and not a consulting company

Report or insight building for client services team

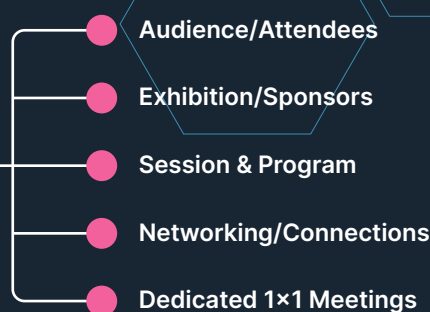
Data is valuable and you need to leverage it for stickiness

Looking for product differentiator in a crowded marketplace

Bear IQ: Insights As A Service




Bear IQ is an insights-as-a-service layer that plugs into your virtual event platform. It's a suite of insights powered by data analytics experts with event organizer backgrounds that will lighten your team's custom reporting load and provide a differentiator in a crowded virtual event provider marketplace.

How It Works



Bear IQ

Insight Engine

-  **Bear IQ ETL Layer**
Prepping, cleaning, and enhancing the platform's data for presentation and speed.
-  **Bear IQ Metric Layer**
Creating metrics and calculations for event organizer measurement and audience comparisons.
-  **Bear IQ Platform Specific Layer**
Customizing benchmarks, engagement thresholds and other platform-specific value centers.

Interactive Dashboards



Visualization and UX Layer

- The only dedicated virtual event analytics engine
- Serves up intuitive views and designs developed by event professionals
- Focuses on the metrics that matter to organizers and their stakeholders

Insights for Event Organizers

Overall Event Performance

Your Clients will understand their virtual events trajectory from post-event engagement to post-event tail via topline metrics, audience composition, and engagement snapshots.

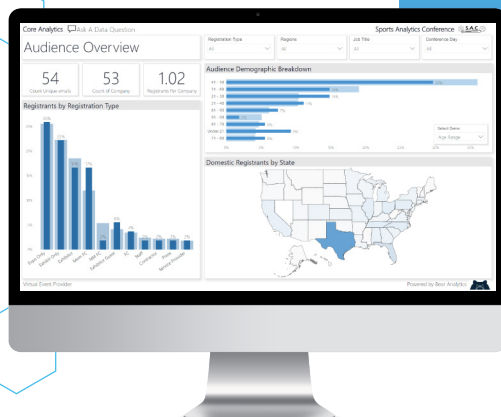


Program Tracking

Track the popularity of event sessions and content and help your clients understand which audience segments engaged with different program elements.

Exhibitor & Sponsor ROI

Tell the story of the event from each exhibitor's perspective including their overall engagements, performance vs. event averages, and deep dives into the demographics of their leads.



Audience Engagement

Showcase the depth and breadth of the audience engagement with the virtual event elements and compare the engagement averages of different types of attendees.

Bear IQ: Core and Advanced Insights

Bear IQ is deployed through two insights levels: Core and Advanced. Core Insights are designed to be deployed platform-wide and are focused on the most critical metrics and virtual event insights that apply across different events and organizers.

Advanced Insights represent next-level analytics and metrics that dig deeper into individual and organizational behaviors on an event basis. Advanced Insights are designed with the event organizer in mind and emphasizes areas to increase user activity and to inform future event performance.



Core Insights



Advanced Insights

- Dashboards in four core insight areas: Audience, Content, Exhibitors, and Platform Activity
- Ability to embed insights directly within your platform
- Direct API integrations
- Annual license for platform level deployment

Everything in Core Insights PLUS:

- Company specific metrics for exhibitors and sponsors
- Deeper insights and functionality for event end user
- Revenue share for upgraded events
- Utilize your current platform payment system – own your clients

Custom Multi-Platform Analysis

For clients that want more...

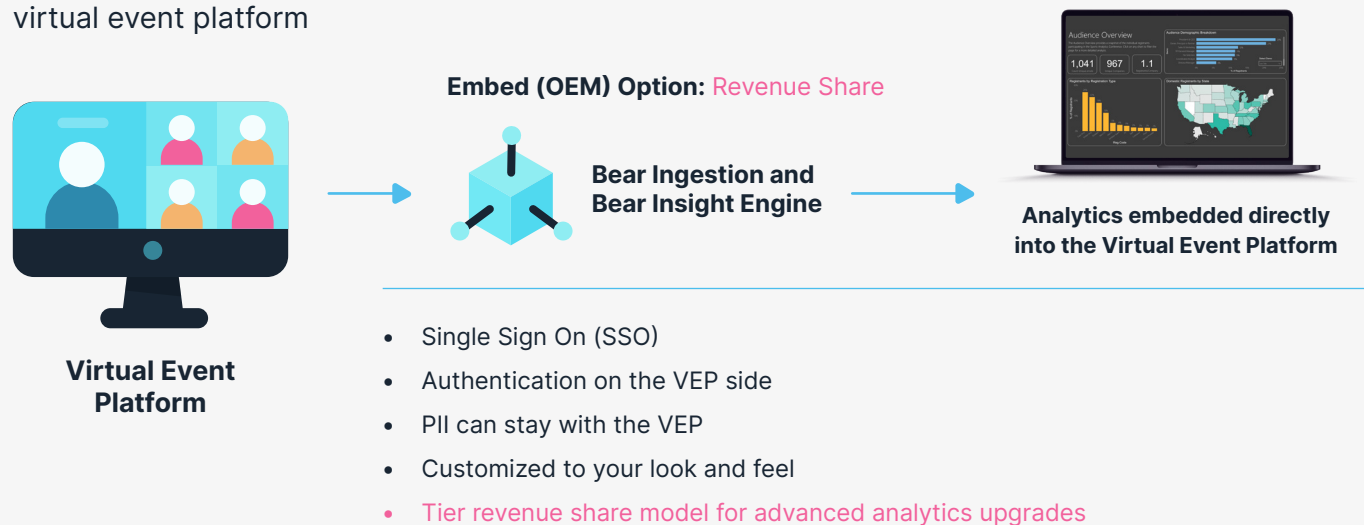
For clients that want more, such as tying together multiple data sets, integrations, and deep customized analytics – we have a solution for that.

Determining Core vs. Advanced Analytics

Unlike out-of-the-box analytics platforms, Bear IQ is tailored to your platform's unique data set. Based on our experience working with 50+ of the largest events across nearly every industry, we collaborate with your team to develop a Core Insights package that will make sense for your system, clients, and data structure.

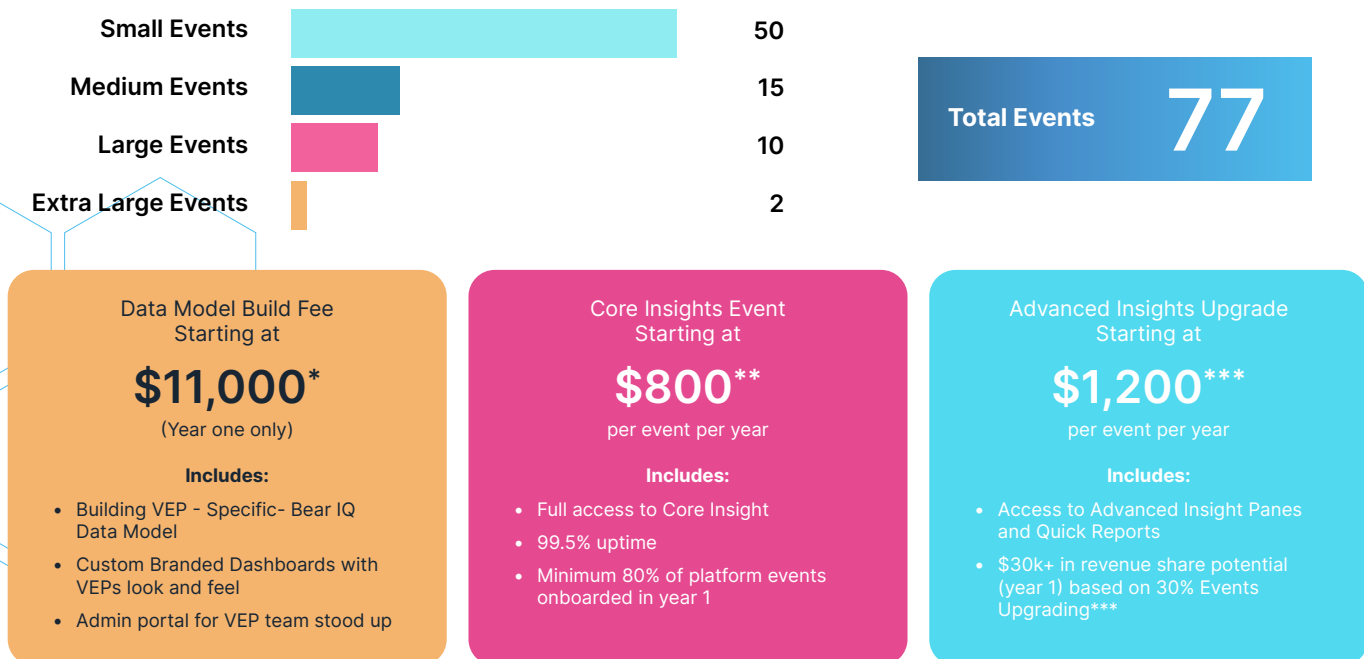
How Does It Work

Bear IQ can be deployed via two mechanisms – platform embedded, or Bear portal deployed. Each includes the Bear IQ Insight Engine, but only the embedded option includes the revenue share opportunity for the virtual event platform



Pricing and Getting Started

We strive to take the friction out of developing a partnership. Platforms pay one single annual licensing fee for Core Insights that is scaled based on the number of events on your platform and their average size. And when your clients opt to upgrade to Advanced Insights---we share the revenue with your platform, a true win-win.



*Data Model Fee based on number of total platform entities and API endpoints.
 **Core insight pricing based on the mix of client size – total events and average size of events.
 ***Revenue share tiered model – more upgrades = more upside.

Privacy and Security

We take data security and privacy seriously at Bear Analytics. From the strategy to the underlying tactical and technical, we adhere to data compliance standards association with privacy legislation such as GDPR

Option 1 For Embed

Opt-in includes Bear Analytics as
Data Processor



ETL - Data Viz - Embed



Option 2 For Embed

Data passed over Without PII



ETL - Data Viz - Embed



Data tied back up in your platform



How To Get Started? A Launch Program

We want to make this easy on you. We start small and offer a risk-free proof of concept engagement for a handful of your client or demo events in order to ensure we are driving value and alignment from day 1.



Sign mutual NDA and
launch agreement



API documentation shared



Bear IQ launched for 3 clients
(Test Deployment)