

Event Data Lab Recap

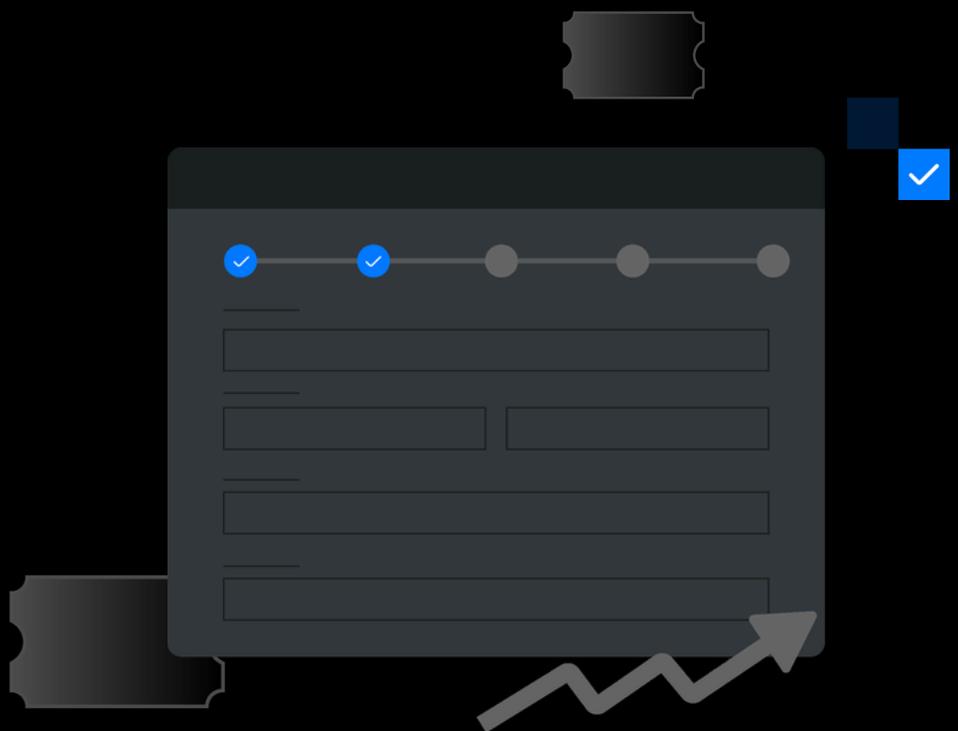


What Four Reports and 3,600+ Events Reveal About Registration Friction

A synthesis of Event Data Lab Reports #01 through #04

Data-backed benchmarks from real-world events

The logo for Pheedloop, featuring the word 'pheedloop' in a white, lowercase, rounded font with a dashed underline and a curved arrow pointing from the end of the underline back to the start.



Executive Summary



This report synthesizes findings from the first four Event Data Lab reports into a unified framework for understanding and optimizing event registration completion. All four analyses draw from the same dataset of 3,600+ live events, examining registration completion rates across event type, ticket configuration, custom forms, promo codes, and registration categories.

The core finding: registration completion is driven by choice architecture, not by how much information you collect. Features that add decisions (ticket types) reduce completion. Features that add data collection (custom forms) do not. Features that filter decisions (registration categories) can partially offset the decline



KEY FINDINGS ACROSS THE SERIES:

- **Ticket count is the strongest observable predictor of completion.** Median completion drops from 100% (no ticket selection) to 93% (1 ticket) to 88% (2-3 tickets) to 83% (11+ tickets). [Report #02]

- **Custom forms do not reduce completion.** Events with 21+ custom form questions complete at higher rates than events with 1-2 questions. Question count is not predictive of performance. [Report #03]

- **Registration categories buffer ticket complexity.** Events with 2-3 tickets and 4-5 categories complete at ~90%, compared to ~81% for single-category events with the same ticket count. [Report #04]

- **Within-category variability exceeds between-category differences.** Flow execution matters more than event type. The largest gains come from addressing outliers, not optimizing against averages. [Report #01]

- **Surface-level correlations mislead.** Promo codes correlate with lower completion, but the gap is explained by event complexity. Naive benchmarking without controlling for confounds will produce wrong conclusions. [Report #03]

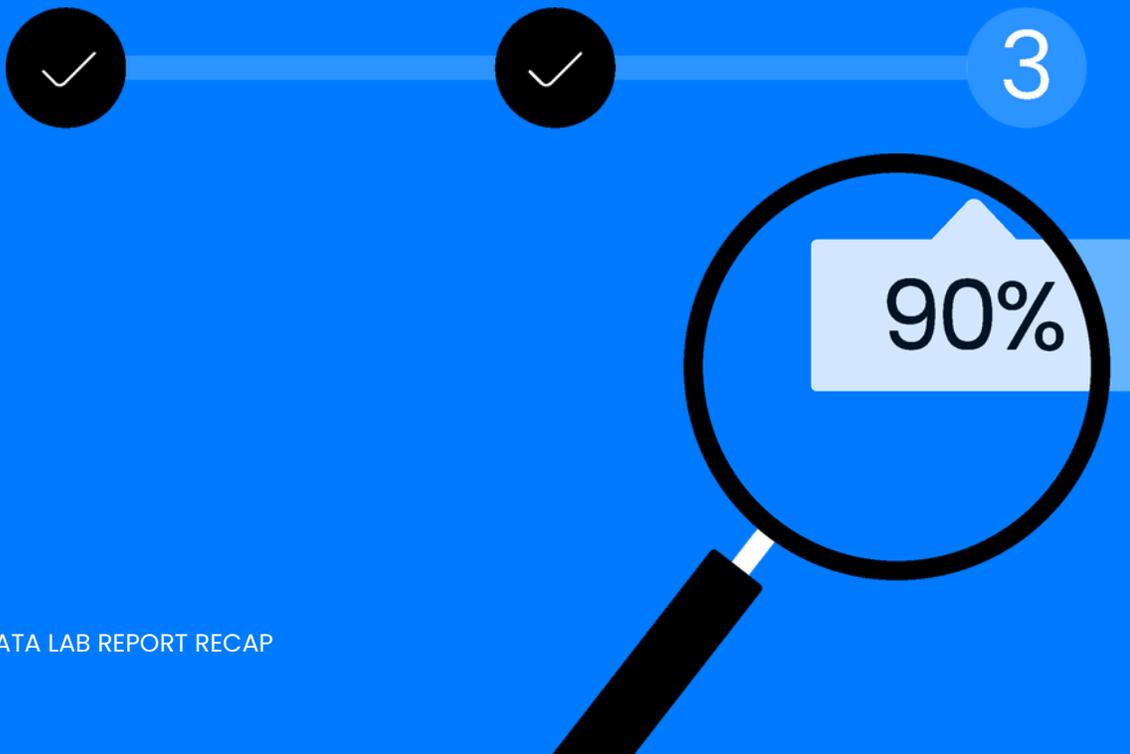
This synthesis translates these findings into a practical framework and registration optimization checklist for event teams.



About the Event Data Lab

The **Event Data Lab** is an ongoing research initiative focused on analyzing real-world event performance using aggregated and anonymized data. Reports published under the Event Data Lab aim to surface empirical benchmarks and operational insights across registration, onsite operations, engagement, and ROI.

This synthesis covers Reports #01 through #04, all of which analyze registration behavior. Future reports will expand into onsite operations, attendee engagement, and exhibitor performance.

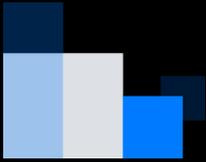


Dataset Overview



All four reports draw from the same cleaned dataset:

- 3,600+ live events over a two-year observation window
- Event types: association conferences, professional/industry conferences, trade shows/exhibitions
- Test, sandbox, and internal events excluded
- Events with fewer than 10 registration attempts excluded
- All data aggregated and anonymized



Metric Definitions

Registration completion rate is defined as the percentage of users who completed registration out of all users who initiated the registration process.

$$\text{Registration Completion Rate} = \frac{\text{Completed Registrations}}{\text{Completed Registrations} + \text{Incomplete Registrations}}$$

This metric measures conversion **within the registration flow**. It does not account for website traffic, marketing impressions, or users who viewed event pages without beginning registration.

The Choice Architecture Framework



Across all events, registration completion rates show no consistent decline as category count increases.

Choice Addition Ticket types, pricing tiers	↓ NEGATIVE	Each additional option adds evaluation and comparison cost 100% → 83% as tickets increase from 0 to 11+
Choice Filtering Registration categories	↑ POSITIVE	Categories reduce the visible option set per registrant 81% → 90% at 2-3 tickets when categories increase
Data Collection Custom form questions	— NONE OBSERVED	Answering questions imposes low cognitive load; no decision required 91% median with forms vs. 89% without

Based on Event Data Lab Reports #01 through #04. All findings are observational.

This framework reframes a common misconception in registration design. Many teams treat all registration steps as equivalent sources of friction and optimize by removing steps. The data suggests a more nuanced approach: the type of step matters more than the number of steps.

Answering a question (even many questions) is a fundamentally different cognitive task from choosing between options. The registration data across 3,600+ events reflects that difference consistently

Core insight: Registration friction is driven by decision complexity at the point of choice, not by the total number of steps or fields in the flow. Optimization should target the decision architecture, not the form length.

Consolidated Benchmarks

By Event Type (Report #01)

Event Type	Events	Median	Mean	Note
Professional / Industry Conferences	2,407	~92%	~86%	
Association Conferences	1,604	~91%	~85%	
Trade Shows / Exhibitions	211	~84%	~79%	Directional only

By Ticket Count (Report #02)

Tickets	Events	Median	Mean	P25	>=90%	<=70%
0 (no selection)	402	100.0%	97.0%	97.3%	93%	2%
1	839	92.5%	85.7%	80.3%	58%	15%
2-3	844	88.0%	82.6%	75.3%	46%	19%
4-5	402	86.4%	80.0%	70.0%	41%	25%
6-10	501	84.6%	79.8%	70.6%	40%	25%
11+	690	83.3%	80.0%	69.5%	36%	26%

By Custom Form Configuration (Report #03)



Configuration	Events	Median	Mean	P25	IQR
With custom form	1,655	91.0%	84.9%	77.6%	20.4pp
Withought custom form	2,017	89.3%	82.8%	73.8%	24.7pp

By Question Count (Report #03)

Questions	Events	Median	Mean	>=90%	<=70%
1-2	305	88.8%	82.9%	49%	19%
3-5	543	88.5%	83.6%	45%	15%
6-10	265	92.9%	87.2%	60%	14%
11-20	211	91.1%	81.4%	53%	27%
21+	331	93.6%	89.4%	64%	9%

Category x Ticket Interaction (Report #04)

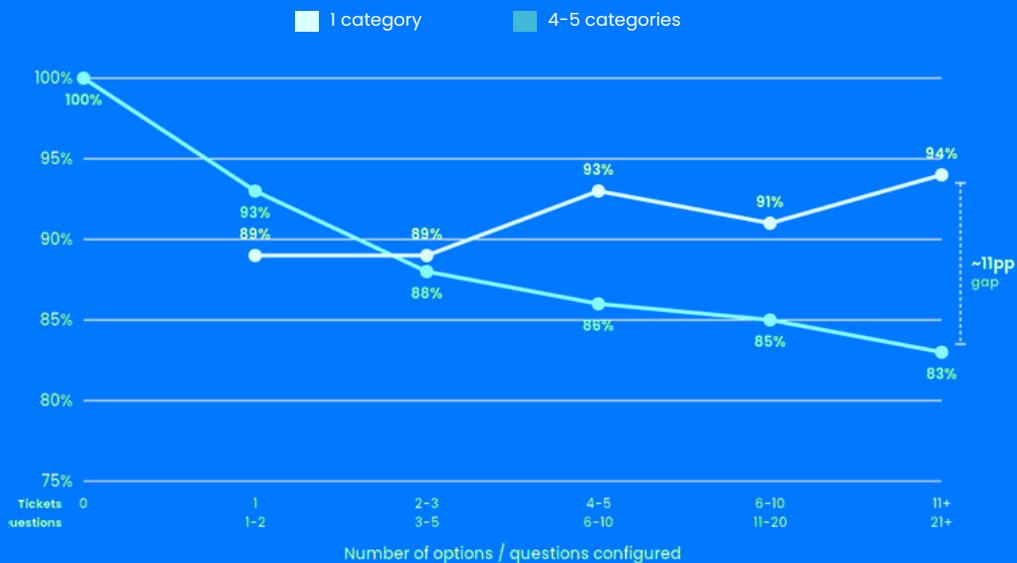


Median completion rates by category count and ticket count

	0-1 tickets	2-3 tickets	4-5 tickets	6+ tickets
1 category	96.0%	81.4%	84.6%	85.4%
2-3 categories	95.5%	89.1%	80.8%	82.6%
4-5 categories	96.4%	90.0%	91.0%	83.1%
6+ categories	99.0%	92.8%	93.5%	84.3%

Choices Reduce Completion. Questions Don't.

Median registration completion rate by configuration count



Median registration completion rate. Ticket data from Report #02, custom form data from Report #03. Both series from the same dataset of 3,600+ events.

Practical Implications for Event Teams



Reframe How You Think About Registration Friction

The instinct to "simplify" registration by removing steps is understandable but misdirected. Not all steps are equal. The data consistently shows that information collection steps (form fields, custom questions) carry no measurable completion cost, while decision steps (ticket selection, pricing evaluation) carry a significant one.

Before removing a registration element, ask: does this require the registrant to make a choice, or to provide information? If it is a choice, it is a candidate for optimization or removal. If it is information collection, leave it alone.



Audit Your Ticket Architecture

Ticket count is the single strongest lever identified in this series. The optimization priority should be:

1. **Count your visible ticket types.** If a registrant can see more than 3 options at any point in the flow, consider whether consolidation is possible.
2. **Assess the business case for each ticket type.** Each additional option carries a measurable completion cost. The pricing or access differentiation must justify that cost.
3. **If you cannot reduce ticket types, organize them.** Use registration categories to ensure each registrant sees only the tickets relevant to their path.

Practical Implications for Event Teams



Use Registration Categories Strategically

Categories are not just an organizational convenience. When combined with ticket complexity, they function as a choice filter that is associated with materially higher completion. The strongest effect is at 2-5 ticket types, where structuring tickets within categories can recover up to 9 percentage points at the median.

At 6+ ticket types, categories alone are insufficient. In this range, consider both structural organization and outright reduction of options



Stop Cutting Form Questions

This is the most counterintuitive finding in the series, but it is consistent across every analysis we ran. Custom form question count shows no negative relationship with completion. Events with 21+ questions complete at higher rates than events with 1-2 questions.

If your organization needs attendee data for operational, programming, compliance, or sponsorship purposes, collect it. The data does not support the common advice to minimize registration forms.

Practical Implications for Event Teams



Benchmark Responsibly

Report #01 showed that event type explains less performance variation than flow execution. Report #03 showed that promo codes correlate with lower completion only because promo-configured events are structurally more complex.

When benchmarking, always control for configuration differences before attributing performance gaps to a single variable. Use the benchmark tables in this report as reference points, not targets.



Focus on Outliers

Across all four reports, median completion rates are materially higher than mean completion rates. This indicates that most events perform well, and a subset of events experience significant friction that disproportionately pulls down averages.

The largest practical gains come from identifying and addressing these outlier events, not from incremental optimization across the board.

Registration Optimization Checklist



Use this checklist as a diagnostic tool when auditing a registration flow. Items are ordered by impact based on the findings across Reports #01 through #04.

Ticket Architecture (Highest Impact)

- How many ticket types can a registrant see at the point of selection? If more than 3, consider consolidation or category-based filtering.
- Does each ticket type serve a distinct business purpose that justifies the completion trade-off?
- Are ticket options clearly labeled with concise descriptions and unambiguous pricing?
- If multiple ticket types are required, are they organized within registration categories so each registrant sees only relevant options?
- For events with 6+ ticket types: have you explored whether any can be merged, retired, or hidden?

Registration Categories

- Do your categories reflect genuine audience segments (e.g., Attendee, Speaker, Exhibitor, Student)?
- Are ticket types assigned to specific categories rather than displayed globally?
- Is category selection presented early in the flow, before ticket selection?



Custom Forms and Data Collection

- Are you collecting the attendee data your team needs for operations, programming, and sponsorship fulfillment?
 - If completion rates are low, have you checked ticket configuration before reducing form length?
 - Are you avoiding the temptation to cut form questions as a default "optimization" strategy?
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Benchmarking and Diagnostics

- Are you comparing your registration performance against events of the same type and similar complexity?
 - When you observe a correlation (e.g., promo codes and lower completion), are you checking for confounding variables?
 - Are you tracking completion rates over time to identify events that are consistently underperforming?
 - Are you investigating outliers rather than focusing on average performance across your portfolio?
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What the Data Does Not Cover

Transparency about limitations is a core principle of the Event Data Lab. These four reports do not address several commonly cited friction sources:

- Required field count. We analyzed custom form questions (additional questions beyond the base form) but not the number of required fields in the standard registration form. This is one of the most frequently cited drivers of abandonment and is a priority for future analysis once the data becomes available.
- Mobile vs. desktop behavior. Device type is not available in the current dataset. If completion rates differ meaningfully by device, that would change the optimization calculus for form design.
- Payment flow friction. We observed that events with more ticket types (which are more likely to involve payment) show lower completion, but we cannot isolate the effect of the payment step itself from the ticket selection step.
- Pricing clarity and presentation. How ticket options are described, priced, and visually presented is not captured in the data. Presentation quality may matter as much as the number of options.
- Time-to-completion. We measure whether users complete registration, not how long it takes. A registration flow that takes 10 minutes but achieves 95% completion may be preferable to one that takes 2 minutes but achieves 85%.
- Future Event Data Lab reports will expand into these areas as additional data becomes available, and will also move beyond registration into onsite operations, engagement, and attendee behavior

Report-by-Report Summary



Report #01: How Registration Completion Rates Vary by Event Type

Established baseline benchmarks. Conference-style events cluster at 91-92% median completion. Trade shows are lower (~84%) with greater variability. Key finding: within-category variability exceeds between-category differences, indicating that registration flow execution matters more than event format.

Report #02: How Ticket Count Affects Registration Completion

Identified ticket count as the strongest observable predictor of completion. The decline is monotonic: each additional ticket band is associated with lower median completion. The steepest drop is between 0 and 3 tickets. Events at 90%+ completion fall from 93% (no tickets) to 36% (11+ tickets).

Report #03: Custom Forms Don't Reduce Registration Completion, but Promo Codes Correlate with Lower Rates

Ruled out custom forms as a friction source. Question count shows no negative relationship with completion. Promo codes correlate with lower completion, but the gap is fully explained by the structural complexity of events that configure them (6x more ticket types, 2.5x more registrants). Introduced the distinction between decision points and data collection steps.

Report #04: Registration Categories Don't Add Friction. They May Reduce It.

Examined the interaction between categories and ticket count. Categories alone have no effect. When ticket complexity is present, categories are associated with materially higher completion (9pp recovery at 2-3 tickets). The likely mechanism is choice filtering: categories reduce the visible ticket set per registrant. Effect is strongest at moderate ticket counts and weakens at 6+.

Closing



The first four Event Data Lab reports establish a clear, data-backed framework for understanding registration friction: it is driven by choice architecture, not form length. Features that add choices reduce completion. Features that filter choices can offset that reduction. Features that collect information have no observable impact.

This framework provides event teams with specific, prioritized optimization targets. Rather than applying generic "simplification" advice, teams can now focus on the registration elements that the data shows actually matter: ticket architecture, category structure, and decision-point design.

The Event Data Lab will continue to publish benchmarks, experiments, and operational insights as additional data becomes available. Future reports will expand beyond registration into onsite operations, attendee engagement, and exhibitor performance

Methodology Notes



Data Source

All analyses are based on aggregated and anonymized registration data from live events hosted on the PheedLoop platform. No individual event, organization, or attendee can be identified from any report in the series.

Exclusions

Events were excluded if they matched common test or internal naming patterns (containing keywords such as "test," "delete," "sandbox," or "demo") or if they had fewer than 10 registration attempts. These exclusions reduce noise from inactive, experimental, or statistically unreliable event records.

Central Tendency

Median is used as the primary central tendency measure throughout the series because registration completion rate distributions are left-skewed: most events cluster at the high end, with a long tail of lower-performing events that disproportionately affect the mean. Both median and mean are reported in benchmark tables for transparency.

Causality

All findings in this series describe associations, not causal relationships. Events that differ in one configuration variable (e.g., ticket count) may also differ in other ways not captured by the available data (audience type, organizational maturity, pricing model, registration flow design quality). Readers should interpret findings as empirical patterns that inform but do not guarantee specific outcomes.

Statistical Approach

Analyses are descriptive and distributional. No inferential statistics (p-values, confidence intervals) are reported because the dataset represents a population of events on the platform, not a sample drawn from a larger population. Benchmark tables include sample sizes (N), percentile distributions (P25, P50/median, P75), and threshold proportions (% at 90+ completion, % below 70%) to enable readers to assess the practical significance of observed differences.

This report is part of the Event Data Lab, an ongoing research initiative analyzing real-world event performance across registration, onsite operations, engagement, and ROI.