

Scaling Experiences: The Customer Insight Checklist

It's hard to grow your one-off experience into a repeatable strategy. But we're here to help!

This checklist contains all the data points and tracking tips to measure your experiences so you can double down on what works and changes what's not.



Revenue Impact

- ☐ Total guests
- ☐ Booking revenue
- ☐ Add-on purchases
- ☐ Purchase behavior influence

Tip: Collect this information monthly to create a benchmark to measure yourself. Industry standards will only get you so far.



Guest Understanding

- ☐ Location
- ☐ Travel distance
- ☐ Age
- ☐ Gender
- ☐ Brand purchase frequency

Tip: Track the average brand purchase frequency before and after events to determine your strategy's effectiveness.



Operations Optimization

- ☐ Guest volume
- ☐ Most popular experiences / times
- ☐ Capacity utilization
- ☐ Walk-in frequency

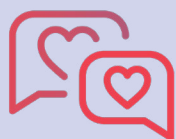
Tip: Measure the difference between your walk-in frequency vs. online bookings to determine your resource allocation.



Booking Behavior

- ☐ Preferred experience times
- ☐ Booking source
- ☐ Time of booking
- ☐ Days booked ahead

Tip: Play with smaller groups vs. larger group sizes for experiences and see what that tells you about behavior.



Customer Voice

- ☐ Post-experience feedback
- ☐ Guest suggestions
- ☐ AI-powered trend analysis
- ☐ Host/guide ratings

Tip: This is a great place for AI to collect trends and pull out similar language. It will allow you to choose different places to put your manpower.



Brand Perception

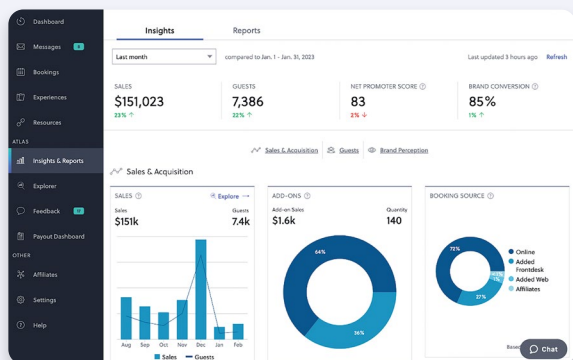
- ☐ Net Promoter Score (NPS)
- ☐ Brand conversion rate
- ☐ Brand impact on purchases

Tip: Calculate the brand conversion rate with two simple emails. Ask for an NPS rating before the booking and an NPS rating after the event. That's improving brand perception and how likely they are to buy after.

One Last Tip

Leverage guest demographics and booking insights from your experiences to help inform campaign targeting, tactics, and spending.

Ready to Take the Guesswork Out of Your Activations, Experiences, and Events?



Out-of-the-box Insights & Reports

Collect compliant, first-party consumer data during every brand experience and automatically transform them into actionable insights with AnyRoad!

Grow your marketable database and nurture consumer relationships

- ✓ Create customizable surveys that can include demographic information, NPS scores, and other insights important to your brand
- ✓ Make strategic adjustments to your experiences based on valuable feedback received from pre- and post-experience

Measure the performance of every experience to streamline operations

- ✓ Configurable dashboards and reports allow you to measure and evaluate operational KPIs that are tailored and unique to your brand
- ✓ Out-of-the-box dashboards provide quick visibility into brand impact and performance

Demonstrate your impact on ROI and brand loyalty

- ✓ Discover key drivers of brand satisfaction with flexible guest surveys, question management, and open-text feedback using Natural Language Processing (NLP)
- ✓ Gather real-time insights about who is attending, why, and what impact are they having on brand perception

Deeply understand your customers and emerging trends

- ✓ Perform custom segmentation by demographic, psychographic, specific experiences and more to identify key trends
- ✓ Overlay metrics and choose from a variety of dimension breakdowns to tailor your analysis and even compare performance against peers



"Using AnyRoad Atlas enables us to make smarter decisions on programming, better understand brand loyalty, and influence purchase behavior."

Glenn Cox, Head of Brewery Experience, Budweiser