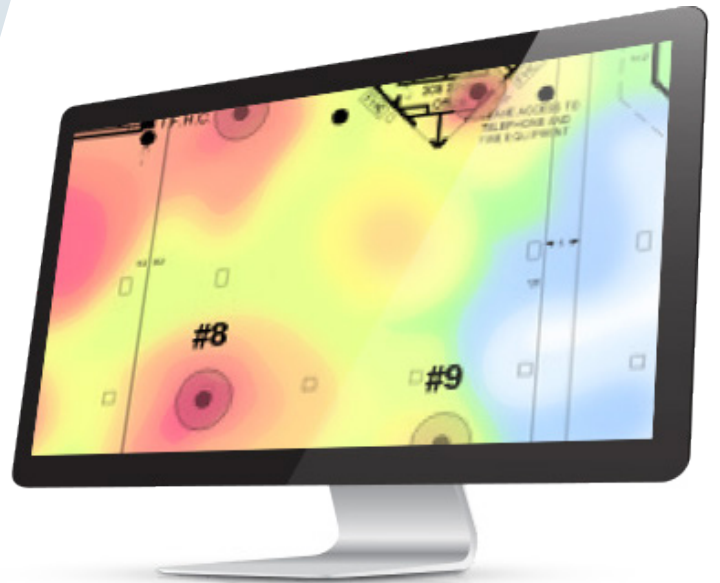


# Track and Convert

## Metrics and Measurements

*kubik offers innovative methods for tracking the outcomes of programs providing clear and measurable information about attendance, behaviors and impressions.*

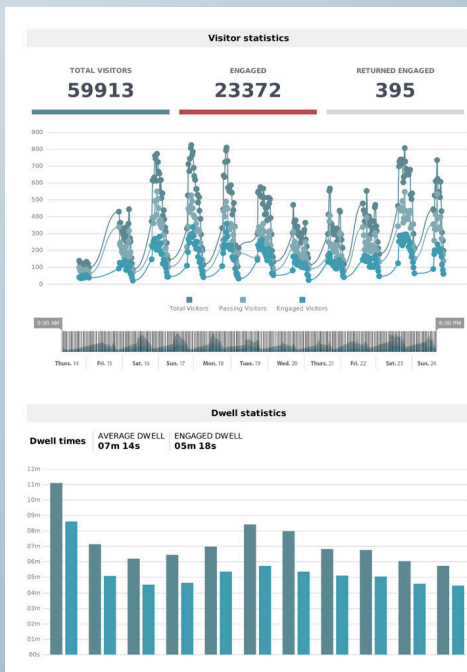


### Event Space Tracking

- Number of passers-by
- Booth attendees
- Return attendees
- Dwell time
- Areas of interest

Consumer journey and behavior pattern mapping is accomplished through WIFI signals from cellular phones passively and anonymously acquiring integral data to inform trade show and event programs.

- › Track how many people send information to themselves, friends or through social feed
- › Ability to track lead generation scripts and custom digital content
- › Standard tracking code easily embedded in any interactive
- › Interactive displays integrate with tracking technology
- › Visitor's use and engagement activity measured at each show



Customized



Integrated



Effortless



Versatile

*kubik's offers an extensive suite of digital tools for sales, marketing and engagement solutions, specially curated and designed for the specific needs of our event marketing clients.*

**CONTACT kubik TO LEARN MORE**