Exhibitor Quant Summary

Quant is the dashboard where you can view your booth traffic & content viewership analytics during and after the event. Here is a quick guide to help you create your account and view the analytics.
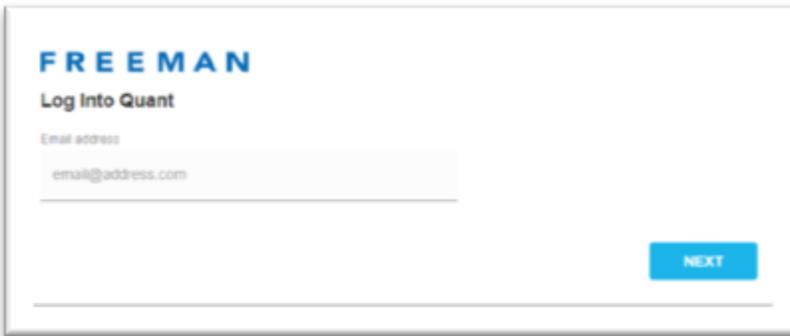
Logging In to Quant

1 - As the exhibit booth's primary contact, you will receive an email with a Registration link.   The link will be formatted as follows with your email address:
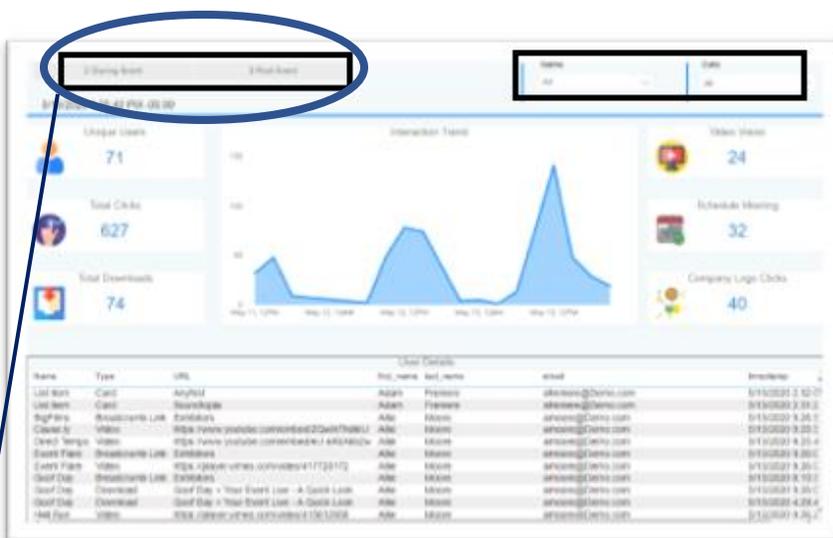
> https://freemanidentity.com/Account/Register?emailAddress=<your_email_here>&app=quant-admin

2 - Once you have received the link, please register using that email address

3 - After you have registered, close the browser and open Quant using this link -

 Once you have logged in, you'll see the '**My Event**' window listing a single event. **Click on the Event to see the Sponsors Detail view.** This view will display all actions taken by attendees within your virtual booth and content viewership, if applicable.
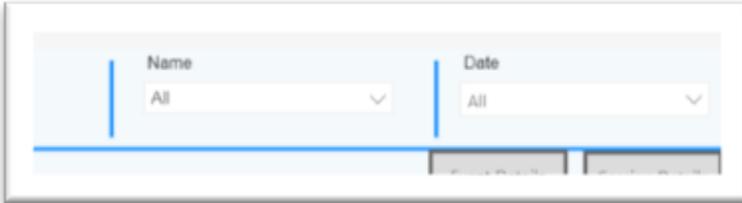

You can toggle between the buttons to view During-Event or Post-Event data by using the buttons on the top left side.

Filters for all charts are displayed at the top on the right side, the charts are then displayed and at the bottom of the page is an attendee interaction breakdown chart.

Filters

There are two filters available:

1. 'Name' will list your company
2. 'Date' will list all dates based on Pre-Event/During-Event/Post-Event button selection
   - To select a specific date, use the Date filter
   - *It is possible to choose multiple selections by using CTL (windows) or Command (MAC)*

Each chart also has a set of base filters which are always in place. You can see this by hovering over the chart and clicking the filter button:
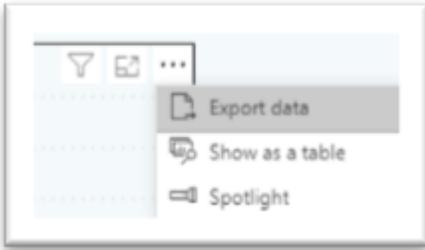
Metrics

Metrics are gathered based on the clicks made on the Exhibit Booth components. These metrics can include:
- Total unique visitors, Total Clicks on the virtual booth
- Business Card - Attendee visited the virtual booth
- Company Logo - Attendee clicked on the logo image on their specific page or the link to the main website URL
- Download - Attendee clicked on content link URL
- Representative Contact - Attendee clicked on contact listed on the page
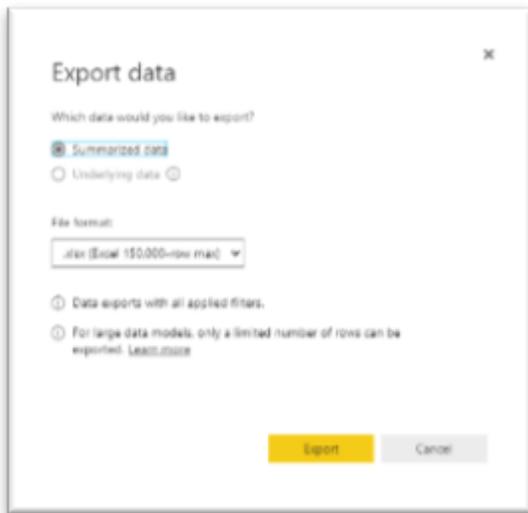- Social Icon - Attendee clicked on a social media icon on the page

A detailed grid is provided, which shows attendee demographic information (e.g. first/last name, email address, company, etc.) for all attendees who clicked within the Exhibit Booth components. An exhibitor breakdown chart which displays, in graphic form, the various components (buttons, links, social icon, etc.) which were clicked at the bottom of the display.

Export

To export data, hover over the chart and select the ellipsis.

One of the menu choices will be Export Data. Upon selection, a pop-up will be displayed where you are able to export the data in either an Excel format or .csv format.

Update

The dashboard will refresh every two hours during the event, and then once a day post-event through September 15, 2021.

Sponsor Detail Page

See sample exhibit booth for reference: