bluebird

BY crowdconnected

Exhibitor performance insight
for exhibition sales teams

Demonstrating ROI to exhibitors is the No1 challenge for every exhibition sales team.

In a post-COVID world, exhibitor sales will be tough.

A lack of data was already making it hard for face-to-face exhibitions to compete in a digital-first marketing mix. Post-pandemic that data gap will be exposed more brutally than ever.

You'll need all the help you can get convincing exhibitors of the long-term value of your show.
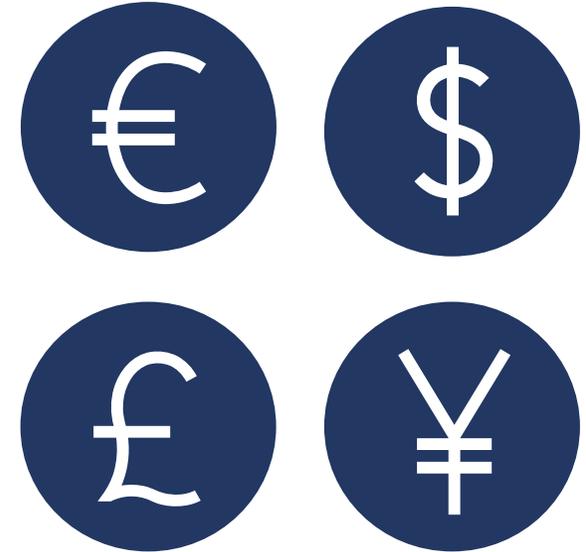
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Be armed with the data you need to drive persuasive sales narrative.

No visibility of exhibitors' lead generation stats? No drama.

Introducing Bluebird, a revolutionary new sales solution from Crowd Connected.

Bluebird uses easy-to-gather visitor footfall data to equip sales teams with exhibitor performance metrics.

It provides immediate insight into how every stand is performing, across the entire show floor.

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Bluebird works by reliably gathering data on visitor journeys, step by step.
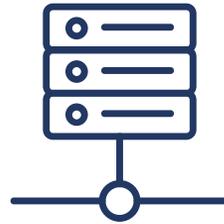
Visitor movement is captured by Crowd Connected using code inserted into the show's official mobile app, combined with a low density of Bluetooth transmitters.

Movement data is processed in real-time by Crowd Connected's servers.

Exhibitor performance metrics – exposure and engagement for every stand – are updated in Bluebird during the show.

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In just a few taps get insight on any exhibitor's performance or compare one stand with another.

Bluebird delivers critical exhibitor insight into the palm of your hand. When you need it.

Quickly identify stands that are doing poorly, so you can intervene.

Get recommendations on specific sales plays like upsell or retention.

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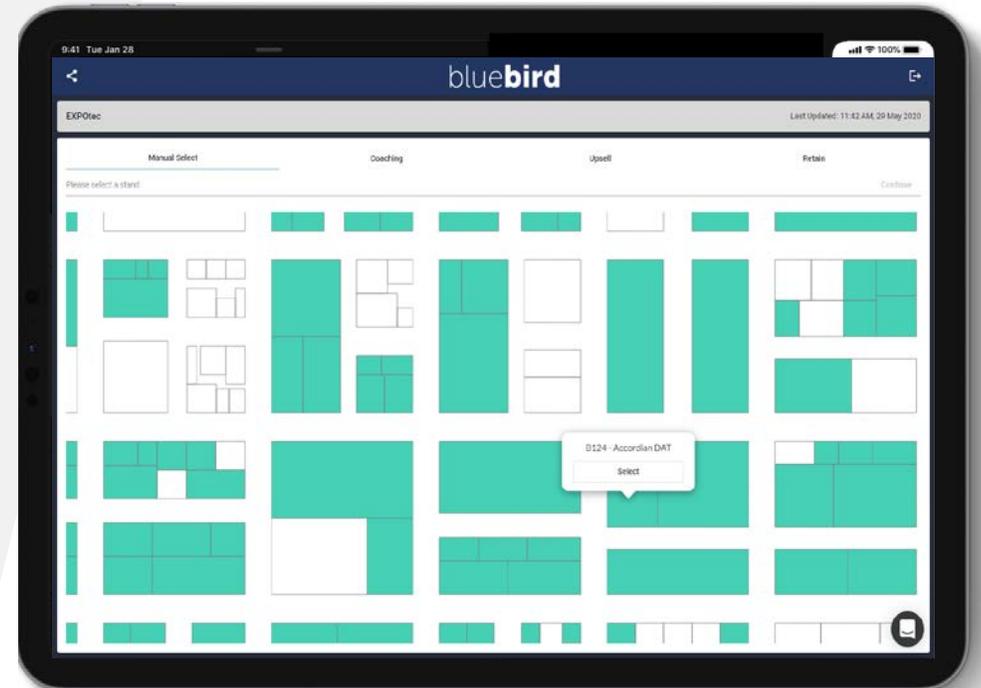
Data to support every sales conversation. Whenever, wherever.

We designed Bluebird with on-site rebook in mind. But with 12 months' access post-show, sales teams can use the tool for every part of the sales cycle.

Whether that's retaining key accounts, upselling a first-time exhibitor, or closing new business.

On an iPad at the show or on a PC at the office.

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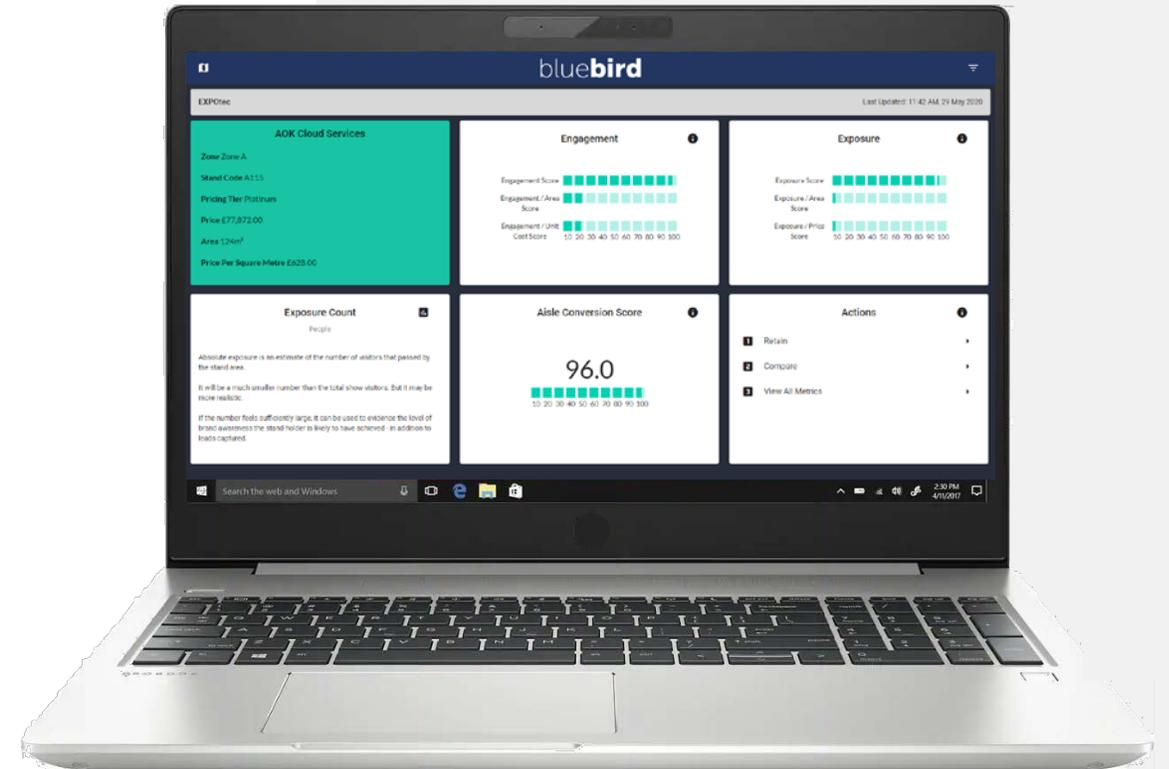
Sales teams are under huge pressure. So we've made Bluebird a doddle to use.

No tricky set-up. It's a complete stand-alone solution that doesn't require complex integrations.

No tedious training. We've made Bluebird simple to navigate. Just log in to an intuitive web app and you'll see your show's familiar floorplan.

No internet connection? No bother. Bluebird even works offline.
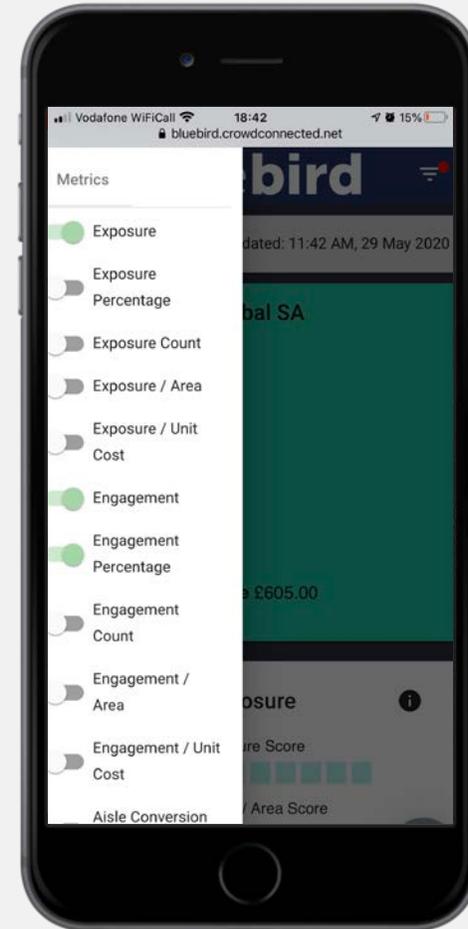
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Proven tech that delivers at a price that's right.

Bluebird is underpinned by Crowd Connected's market-leading visitor tracking, deployed successfully at hundreds of events.

It's trusted tech that is the recipient of multiple awards and endorsed by industry experts. And because it leverages your show's mobile app, it doesn't require expensive hardware, making it easy to deploy.

Which means we can keep the cost down – crucial when budgets are tight.

GOLD
10th Global
Eventex Awards
2020

EN
SUPPLIER AWARDS

event technology awards

Recommended by the rebook masters of the exhibition industry

bc
Benchmark Collective

ufi
The Global Association of the Exhibition Industry

Endorsed by leading global trade bodies including UFI

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Don't just take our word for it.

"Crowd Connected's metrics helped our sales team achieve a double-digit increase in onsite rebook, as well as being instrumental in securing major account renewals."

Rachel Brodie
Global Portfolio Director

crowd**connected**

See it for yourself today.

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Exhibition sales teams can compete in a digital-first, data-obsessed world – if they have the right tools.

Which is why we built Bluebird, with input from multiple sales personnel across the exhibition industry.

Get a demo login to Bluebird and have a play.

We're confident you'll love it.

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