

Change Waves in Action: Applications for Data-Driven Experiences

The average human attention span is 8.25 seconds—shorter than a goldfish's (9 seconds)—and has decreased by almost 25% from 2000 to 2015.

As spans shorten and our availability to access information increases, our interest rapidly fades:

Global trending topics on Twitter have an average shelf life of 11 minutes—compared with 17.5 hours average in 2013 and 11.9 hours average in 2016.

Did we get your attention?

Attention-share is decreasing, while options and choice for where to give attention-share is increasing exponentially. Consumers are now in the drivers seat, dictating how, when and where they give their attention and loyalty.

Understanding your audience has never been more important as brands attempt to engage attention-declined and choice-empowered customers. Though many brands believe they understand their consumer community... they really don't. (Take the Netflix U.S. password-sharing policy debacle as an example.)

Especially for events, experiences and experiential marketing, data-driven audience intelligence is the only path to getting THERE. And we can help!

#1 Use data to better understand your audience.

Create empathy profiles, psychographics & story mapping. The next generation of personas is the way to create individually resonant and impactful experiences. Go deeper than demographics and basic persona

segmentation—find out what makes audiences move, care and share by using social media intelligence tools. These tools give insight into what they are already moved by, caring about and sharing.

Harness the power of third-party research. According to Hubspot's annual survey, 68% of marketers are operating on assumptions. Using third-party research data takes the guesswork out of the equation so you can make decisions based on facts, not assumptions.

Drive insights via first-party surveys & research. Conduct your own surveys and get a direct read on how your audience thinks, what they care about and what they need. Do it in a way fitting for the NEW NOW™: Ask them where they went on vacation, what they are reading, listening to, watching, what they do in their spare time, what communities & philanthropies they're involved in, what lights them up, etc.

Tap into market & industry vertical intelligence. Stay up-to-date on current trends and consumer behaviors for your specific industry by listening to industry podcasts, reading industry publications and following industry professionals on LinkedIn. What makes us even smarter is watching trends in similar industries, as they can give us clues and signals that may impact our industry in the near term. For example: Read event industry trades, but watch what is happening in the live music & esports verticals.

Data is Power

Utilizing even the simplest of data sets can inform decisions that drastically impact your experience or event & provide a greater ROI—and Return on Experience. In a rapidly evolving world, data is power.

#2 Use data to design & personalize for your audience.

Create self-selected journeys. These highly personalized session suggestions for attendees depend on the pre-session data about what they care and share about, ensuring your experiences resonate with their motivations.

Move beyond networking to Community Design. Conduct pre-event surveys and uncover where the like-minded lurk, then connect people with moments & experiences that matter—and watch what happens. Immersing like-minded and like-interested folks in an impactful moment forms bonds that can outlast the event, creating communities that stretch far beyond the moment of connection.

Organize sponsorship matching. Book selective sponsors that resonate with your event's personality, values & audience's preferences—and match specific needs to solutions. This leads to audience inspiration and elevates your event.

#3 Use data for future design & community building.

Reinvent the post-event survey. These don't have to be a drag: Use creative thinking to gamify them or make your surveys clever & humorous. Incentivize your audience to complete them soon after your event or experience ends. These surveys can hold crucial insights for future experience design, so pave a pathway for your audience to enjoy the experience of giving you the feedback you need.

Integrate technologies & use data for comparisons. Event tech is a good way to substantiate behavior patterns that you can uncover through observing audience behavior, communicating & engaging with them throughout the event. Integrate daily survey prompts that are fun to answer & have ambassadors ask attendees direct questions over the course of your experience. Compare the event tech's findings to your live findings and check for gaps & inconsistencies.

Discover how this innovation can be yours for the taking.

[CLICK HERE](#)

CITATIONS:

Ranieri x Co.'s Changing Attention Spans and What it Means for Content
TIME's You Now Have a Shorter Attention Span Than a Goldfish