



App statistical report

Future Decoded 2015

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Registration & check in overview

3rd Party registrations / System registrations

Total registrations / Total event check ins

App statistics

Total app downloads, device type

Social sign ins

Linked app storage solutions linked & type

Number of download to cloud storage types

Total EventFeed posts (system/twitter) and notifications

Total EventFeed shares

Pinned / checked in / downloads - SESSIONS

Pinned / checked in / downloads - BOOTHS

Beacon overview

Total beacon interactions by day

Registration and check in

3RD PARTY REGISTRATIONS / SYSTEM REGISTRATIONS

3RD PARTY REGISTRATIONS

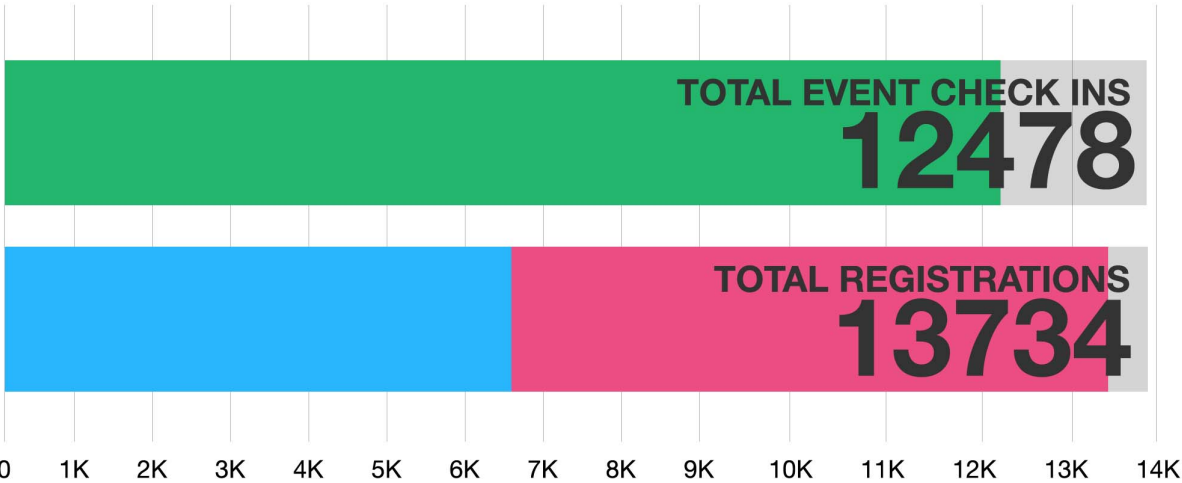
5908

SYSTEM REGISTRATIONS

7826



TOTAL REGISTRATIONS / TOTAL EVENT CHECK INS



App statistics

■ TOTAL APP DOWNLOADS AND DEVICE TYPES

○ WINDOWS

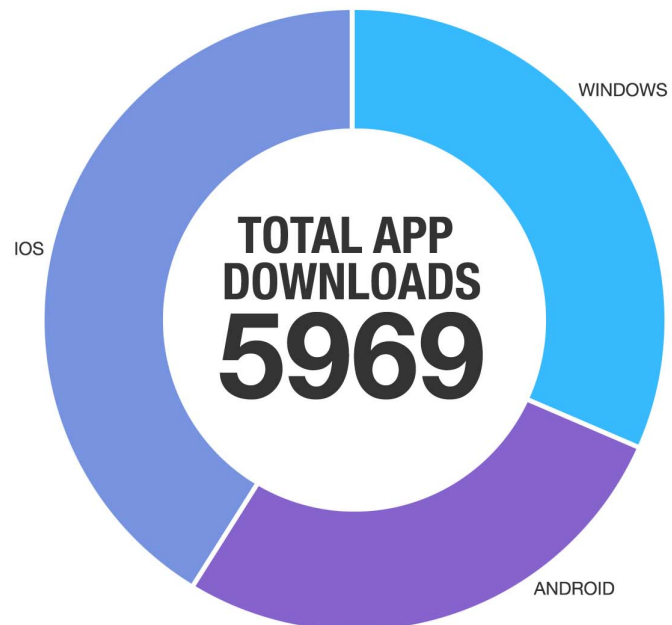
1722

○ ANDROID

1644

○ IOS

2583



■ APP SIGN IN TYPES

○ LINKEDIN

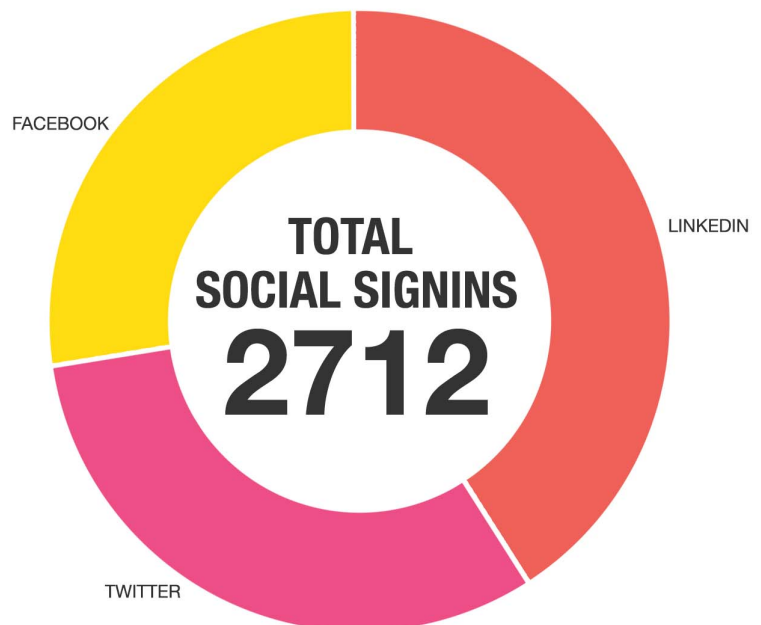
1146

○ FACEBOOK

839

○ TWITTER

673

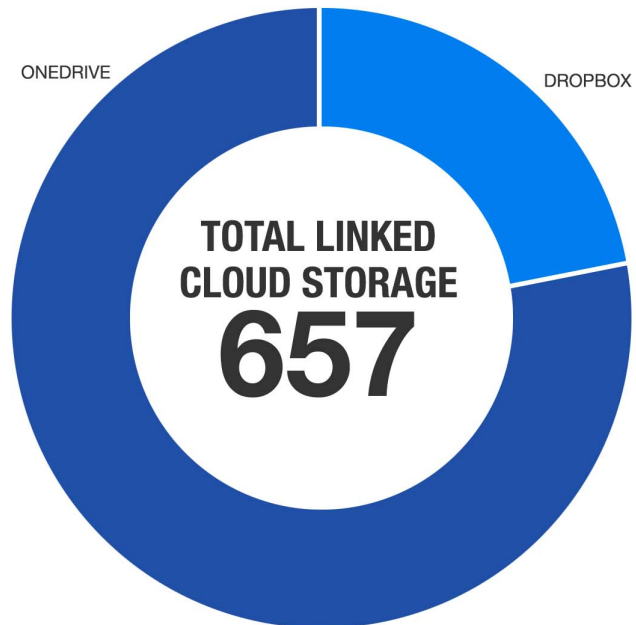


App Statistics

LINKED CLOUD STORAGE SOLUTIONS

ONEDRIVE
526

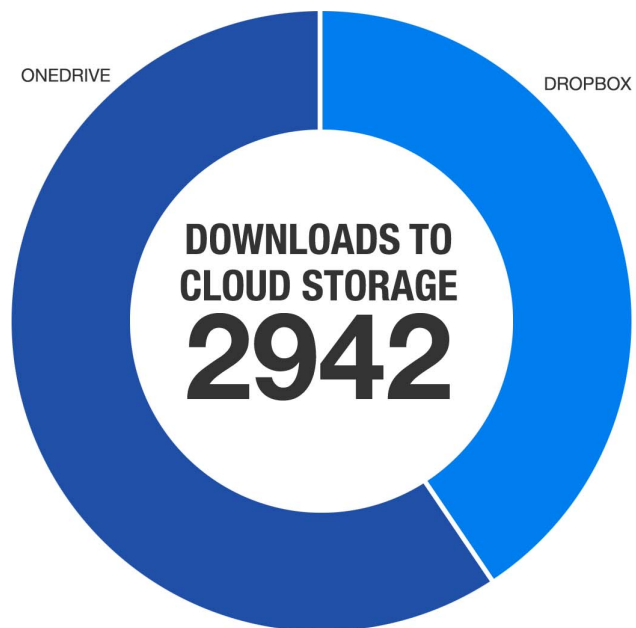
DROPBOX
131



NUMBER OF DOWNLOADS TO CLOUD STORAGE TYPES

ONEDRIVE
2186
4.2 AVERAGE
DOWNLOADS
PER USER

DROPBOX
756
5.8 AVERAGE
DOWNLOADS
PER USER



App Statistics

DAY 1: EVENT FEED POSTS & NOTIFICATIONS

SYSTEM POSTS

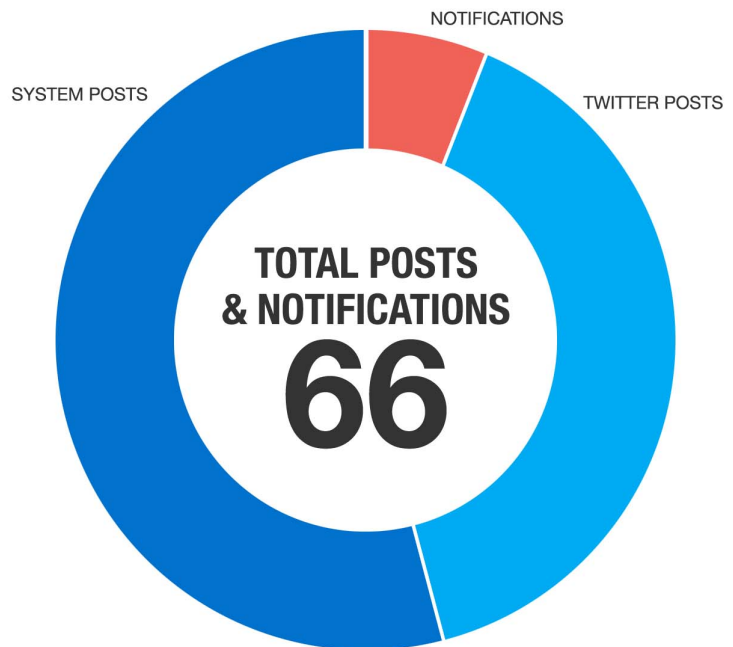
37

TWITTER POSTS

24

NOTIFICATIONS

5



DAY 2: EVENT FEED POSTS & NOTIFICATIONS

SYSTEM POSTS

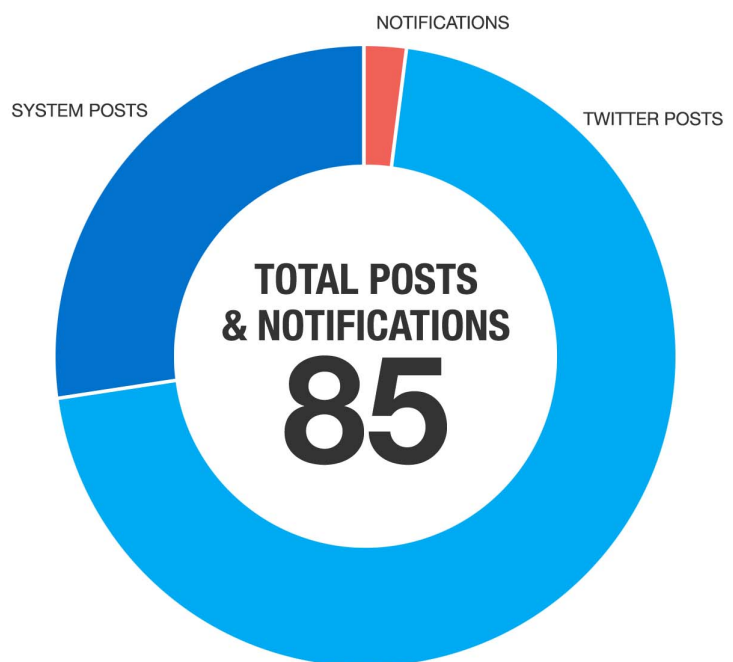
25

TWITTER POSTS

58

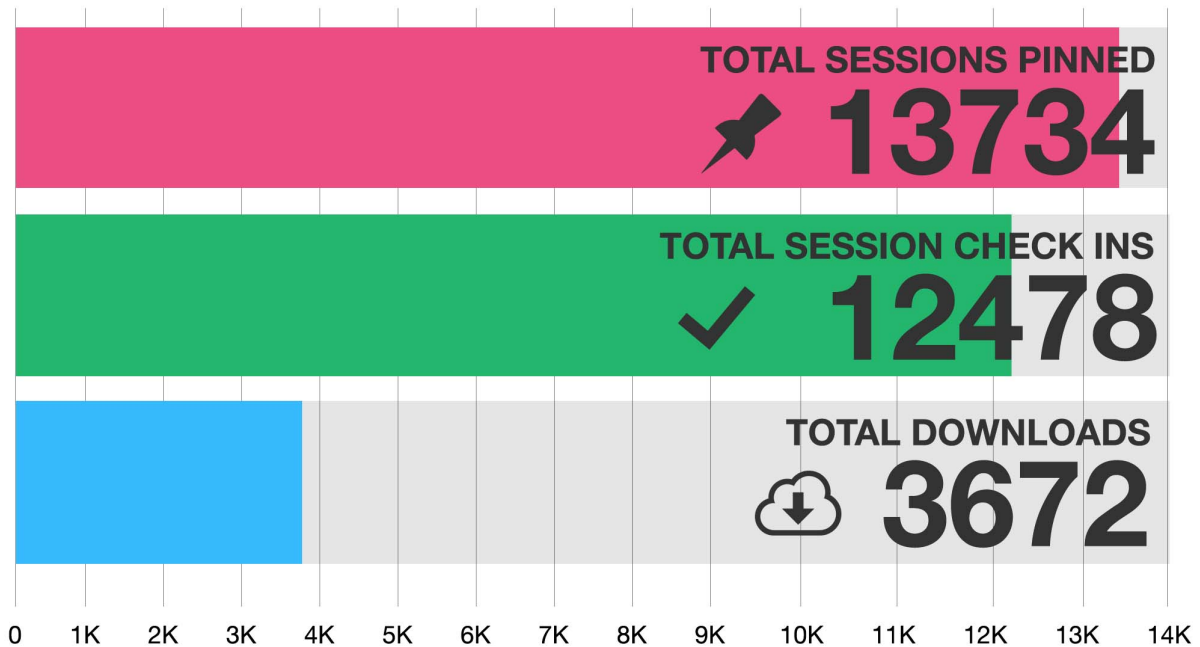
NOTIFICATIONS

2



App statistics: Sessions

■ TOTAL SESSIONS PINNED TO MYAGENDA / CHECKED IN / DOWNLOADS ■



82.1% PINNED SESSIONS TO SESSION CHECK INS CONVERSION RATE

21.3% SESSION CHECK INS TO DOWNLOADS CONVERSION RATE

AVERAGE PINNED SESSIONS PER USER

7.5 ↗

AVERAGE SESSION CHECK INS PER USER

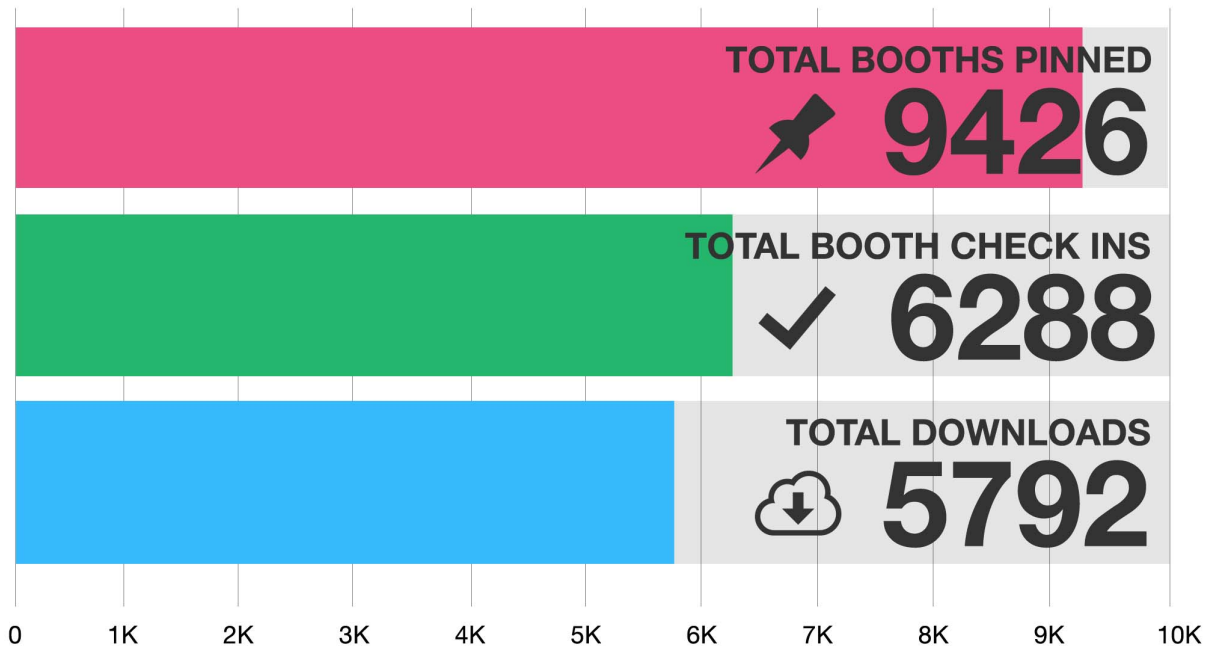
6.3 ✓

AVERAGE SESSION DOWNLOADS PER USER

1.9 ☁️

App statistics: Booths

■ TOTAL BOOTHS PINNED TO MYAGENDA / CHECKED IN / DOWNLOADS ■



68.9% **PINNED BOOTH TO BOOTH CHECK INS CONVERSION RATE**

93.8% **BOOTH CHECK INS TO DOWNLOADS CONVERSION RATE**

AVERAGE PINNED BOOTHS PER USER

6.9 ↗

AVERAGE BOOTH CHECK INS PER USER

5.0 ✓

AVERAGE BOOTH DOWNLOADS PER USER

4.8 ☁️

App statistics

TOP PINNED TO CHECKIN CONVERSIONS, SESSIONS

SESSION	PINS	CHECK INS	CONV. RATE
Opening keynote	1768	1682	94.8%
Tomorrows world of web development	582	539	92.1%
Whats new in ASP .net 5.0	497	468	92.0%
Azure and it's competitors: The big picture	1482	1349	91.8%
Office 365 ProPlus - What's new in 2016 and beyond	388	340	91.2%
Microsoft Research - Innovation at Microsoft	379	333	90.1%
Changes in virtualisation and clustering - Azure Stack	1836	1686	89.9%
Microsoft devices: transforming how you work	2098	1885	89.5%
Managing debt in an Agile and DevOps world	98	82	89.1%

TOP CHECKIN TO DOWNLOAD CONVERSIONS, SESSIONS

SESSION	CHECK INS	DOWNLOADS	CONV. RATE
Microsoft devices: transforming how you work	1885	1682	94.8%
Microsoft Research - Innovation at Microsoft	1686	1679	92.1%
Managing debt in an Agile and DevOps world	82	76	92.0%
Office 365 ProPlus - What's new in 2016 and beyond	1349	1242	91.8%
Opening keynote	539	479	91.2%
Tomorrows world of web development	468	421	90.1%
Whats new in ASP .net 5.0	1682	1490	89.9%
Azure and it's competitors: The big picture	379	337	89.5%
Changes in virtualisation and clustering - Azure Stack	333	298	89.1%

App Statistics: Shares

■ TOTAL EVENT SHARES

● EVENT FEED SHARES

1872

● SESSION SHARES

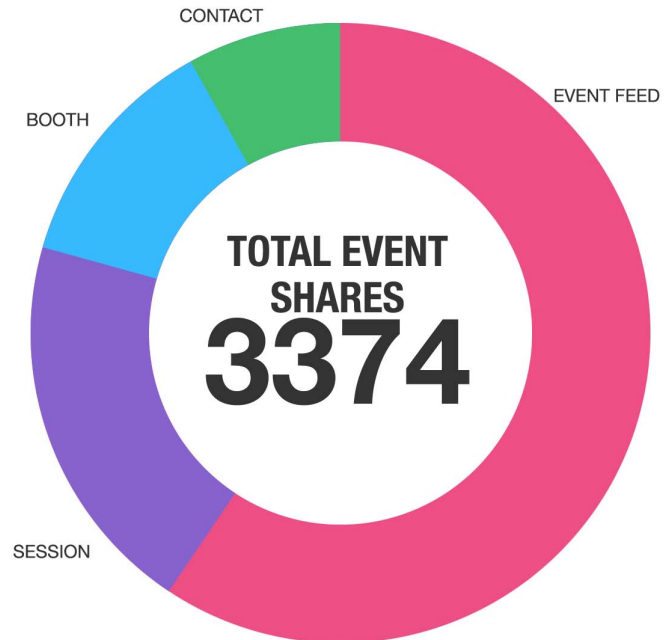
691

● BOOTH SHARES

477

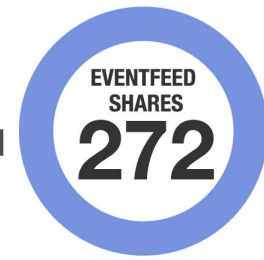
● CONTACT SHARES

293



App statistics: Shares

DAY 1 TOP 3 SHARED EVENT FEED POSTS



TYPE	POST	IMAGE	SHARES
14:29	Kevin Ashton, Inventor of the "Internet of things" "Within 20 years, most computers will power themselves" #FutureDecoded		46
10:51	Listening and responding to customers is a focus for us a... We'd love to hear your feedback and your experience working with Microsoft. Visit the VIP customer lounge on level 2, Cap...		29
17:03	Hywel Sloman, IT Director, Arsenal Football Club "For our commercial growth, technology has been, & continues to be, essential" #FutureDecoded		27

+ 14 OTHER POSTS SHARED

DAY 2 TOP 3 SHARED EVENT FEED POSTS

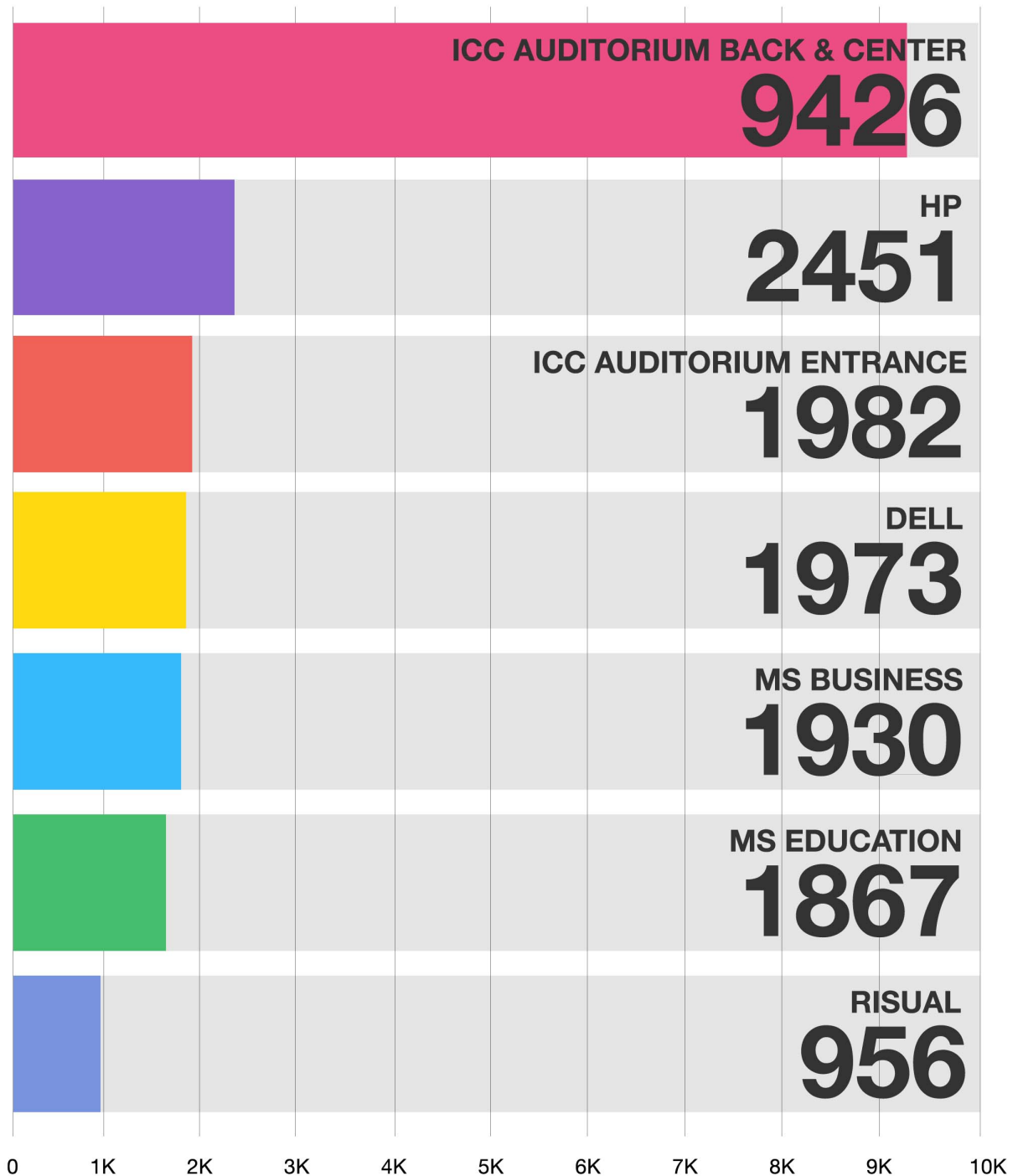


TYPE	POST	IMAGE	SHARES
16:17	Day 2 Keynote Start Notification The Future Decoded Technical Day keynote will start at 9.40 in the main hall.		83
13:03	Scott Guthrie, EVP Cloud and Enterprise, Microsoft "More than 90k new subscriptions every month" some impressive figures on #Azure adoption! #FutureDecoded		31
17:45	Future Decoded: Networking Drinks and networking are now available in the Expo area. We hope you had a great time at #FutureDecoded		24

+ 7 OTHER POSTS SHARED

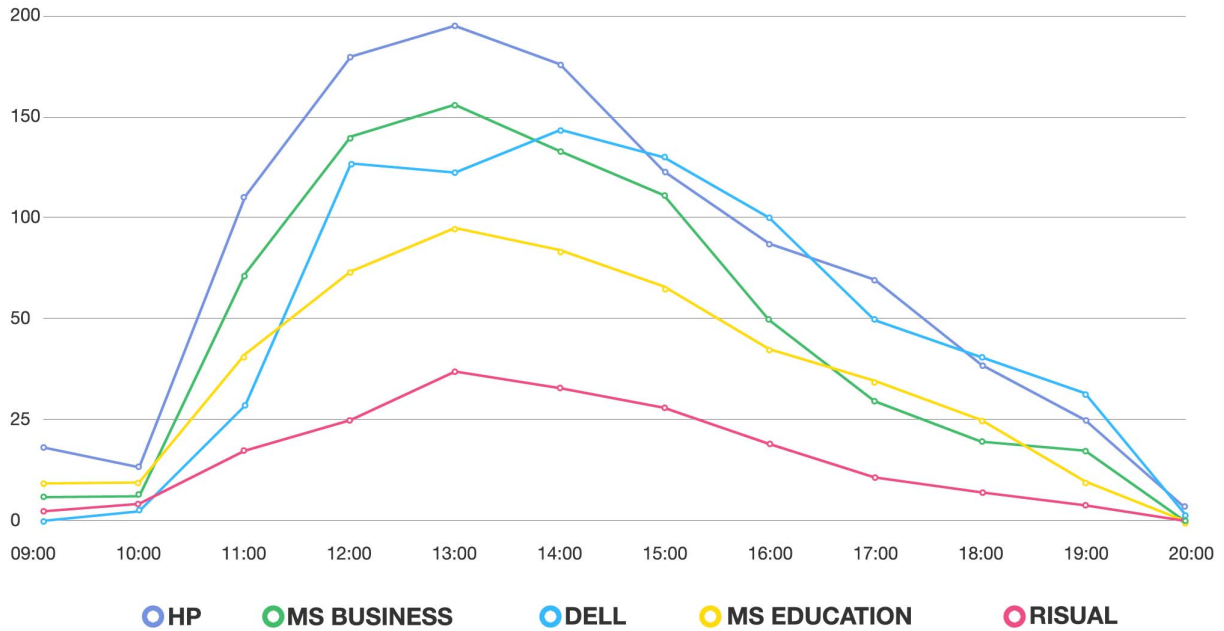
Beacons

TOP BEACON INTERACTIONS



Beacons

DAY 1: TOP BEACON INTERACTIONS



DAY 2: TOP BEACON INTERACTIONS

