



FNCE 2014

ChirpE Mobile App Usage Analysis Infographic

The official mobile app* provided the event participants access to real-time planning features including:

- Exhibitor List
- Session Schedule
- Personalized Walking Map
- Interactive Floor Plan
- Individualized Itinerary
- Social Media Updates

5,702

Total number of mobile app users

3,560

Native iOS Users

1,056

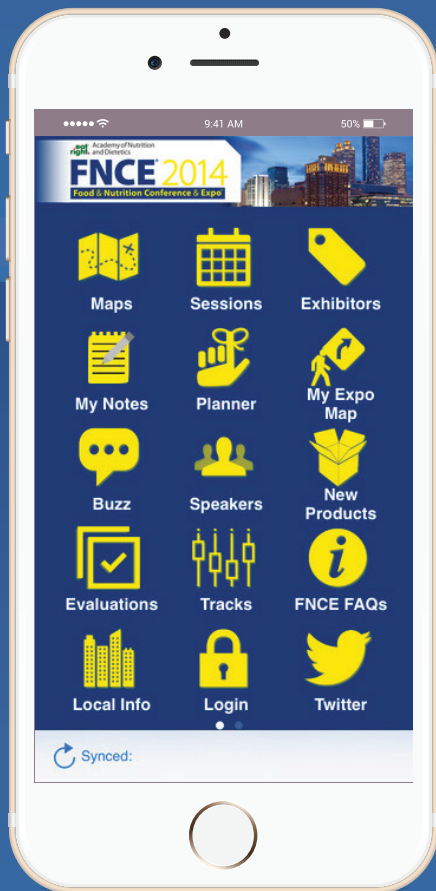
Native Android Users

1,086

Mobile Web Users

76%

Adoption Rate**



Top App Activities



Session Detail Views

189,223



Session List Views

120,648



Sessions Added to Planner

40,723



eBooth Views

23,401



Exhibitors Added to Planner

14,648