



# The NHCAA Institute for Health Care Fraud Prevention 2014 Annual Training Conference

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

## Mobile App Review:



-Via Google Play, October 31, 2014



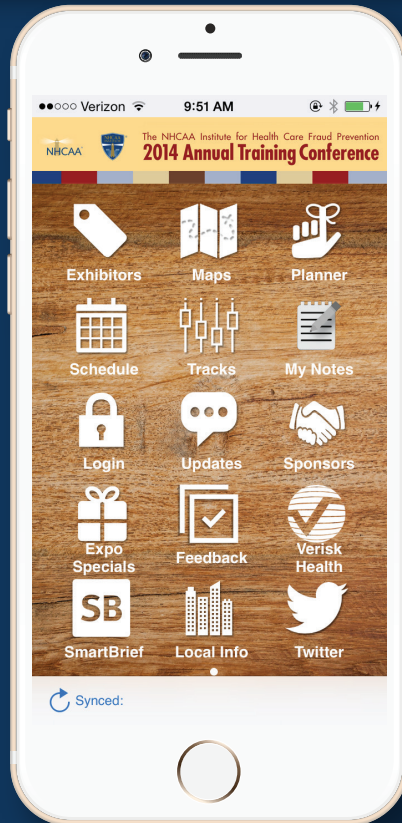
# 381

Number of clicks to sponsor's icon



# 700

Total number of mobile app users



## Top Native App Activities

 **Session Detail Views** 21,490

 **Session List Views** 13,358

 **Sessions Added to Planner** 5,563

 **Floor Plan Views** 1,455

 **Buzz List Views** 1,111

## 506

Native iOS Users

## 194

Native Android Users

## 615

Mobile Web Users

## 56%

Native App Adoption Rate\*