

# ChirpE Mobile App Usage & ROI Infographic



## NDIA SOFIC 2016

The NDIA SOFIC 2016 ChirpE mobile app engaged audiences with real-time updates and elegant usability features. With the multitude of smart planning and networking options available on demand at their fingertips, the mobile solution provided tangible value to exhibitors and attendees.

Schedule

Speakers

Exhibitor

Maps

Planner

Buzz

**42,515** Views

**9,377** Views

**5,234** Additions

**428** Views

**51%**  
Adoption Rate\*

### Ratings & Reviews



**5 Stars**

On Google Play & iTunes

**"Great schedule feature."**

- Via Google Play



**"Great app. Used it throughout the event."**

- Via iTunes



\*Based on the number of attendees reached by the audience engagement campaign  
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