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Measuring Event ROI and Event Marketing Attribution [1]

November 8, 2017 by Kate O'Connell [2]

If there was a short list of key event management terms, return on investment (ROI) would certainly be at the top. Measuring the impact of an event is critical. It gives insight to the success of an event and can help drive conversations around how to better plan and market events in the future. Check out this Bizzabo [3] blog titled "Measuring Event ROI and Event Marketing Attribution [4]," for information on everything from the meaning of event ROI through to measurement tools.

Here is the table of contents for the blog post:

- Event ROI Meaning
- Event ROI Goals
- Event ROI Models
- Event Technology and ROI
- Event Marketing Attribution
- Event ROI Tools
- Event ROI Integrations

You can read the full post here [4].

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