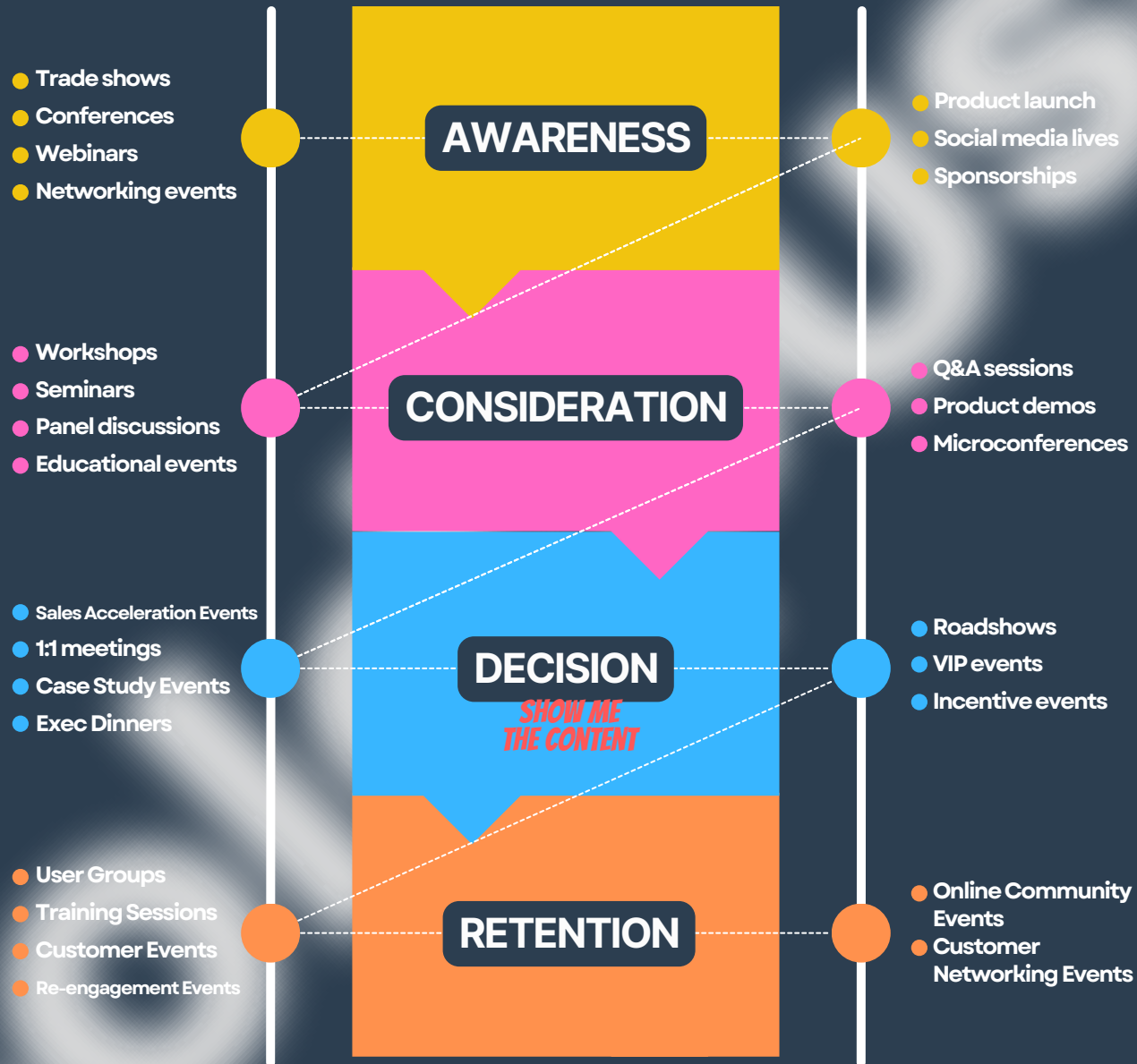


Events at Different Stages of the Funnel



Top KPIs to Track

AWARENESS

- Overall Registrations
- Overall Ticket sales
- Ticket type registrations

CONSIDERATION

- Session registrations
- Content viewed
- No shows

DECISION

- SQL
- Pipeline Generated
- Meetings Booked

RETENTION

- Churn
- Returning Attendees
- Community Membership