

# Tips for Making the Most of Your Exhibitor Dashboard!

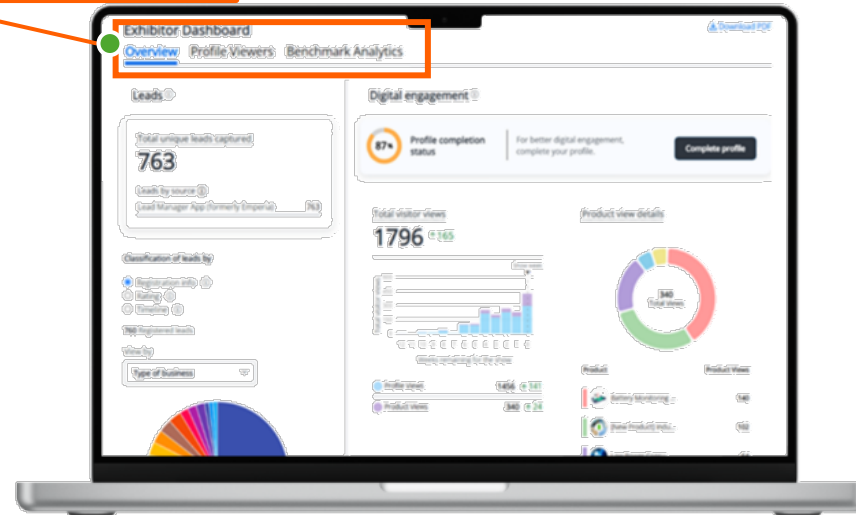
The Exhibitor Dashboard allows you to view access trends to your company page on the *Exhibitor & Product Directory* and track lead acquisition status. Make full use of each feature, check regularly, and save results (e.g., screenshots) to help improve your exhibition performance.

## The Exhibitor Dashboard offers three key features:

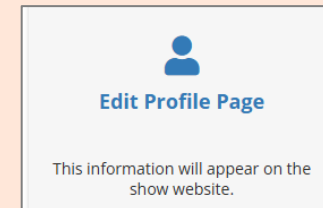
### Exhibitor Dashboard

[Overview](#) Profile Viewers Benchmark Analytics

- Overview
- Profile Viewers **[NEW]**
- Benchmark Analytics **[NEW]**



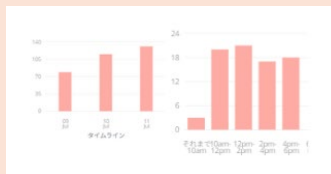
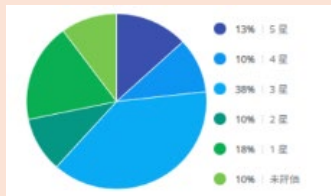
To maximize effectiveness, make sure to enhance your registered information under **Edit Profile Page** to make your company page more attractive!



Register and edit via [Exhibitor Hub](#)

# Overview - Check the number of views or detailed leads acquired via digital tool

You can check the **total number of leads acquired**, as well as their **job function\***, ratings, and daily summaries.



\*Analysis axes may vary depending on the show.

You can also monitor how often your company page is viewed on the *Exhibitor & Product Directory*. Regularly review these figures, **update your registered information**, and use the data to **improve booth operations during the show**.

< Example >

Product view details

Product name	Product views	Brochure downloads	Additions to show plan	Video views
Aloe Primer	20	10	15	1
Coconut Lip Balm	30	5	12	2
Shea Foundation	15	8	8	4
Jojoba Serum	40	12	20	1
Rosehip Mist	22	10	12	8

For each registered product, you can view:

- Number of views
- Number of “Addition to show plan”

Based on the data, you can plan ahead:

- Decide which materials to bring
- Assign booth staff
- Arrange product displays
- Create effective catchphrases

# Profile Viewers -Company Information of Visitors to Your Page

### Exhibitor Dashboard

Overview **Profile Viewers** Benchmark Analytics [Download PDF](#)

Companies Identified ①

# 123

[Download CSV Report](#)

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This table contains details of your profile viewers. To learn more about each company\*, click on the row.

No	Company Name	Profile Views	Product Views	Last Visited	Contact Number	Location	Website
1	XYI International	2	0	DD MM 2025, XX:XX		Hungary	www.XXXXXX
2	QRS Tech Ltd.	1	0	DD MM 2025, XX:XX		中央区, Japan	www.XXXXXX
3	LMNグローバル	1	0	DD MM 2025, XX:XX		Kobe, Japan	www.XXXXXX
4	TUV Solutions Co.	3	0	DD MM 2025, XX:XX		Tokyo, Japan	www.XXXXXX
5	JKL systems CORP.	1	0	DD MM 2025, XX:XX		Tokyo, Japan	www.XXXXXX
6	NPO Device	1	0	DD MM 2025, XX:XX		Nagoya, Japan	www.XXXXXX
7	EFG Holdings	10	20	DD MM 2025, XX:XX		Hiroshima, Japan	www.XXXXXX
8	HIJ Engineering Co., Ltd.	1	2	DD MM 2025, XX:XX		Higashihiroshima-shi, Japan	www.XXXXXX

\*To ensure user privacy, the table shows only a selection of companies that have visited your pages. To protect viewer identities, only general business information is shared. This list is regularly updated for the most accurate company details.

Check in advance **which companies are showing interest before the show** and use this insight to plan your strategy!

< EXAMPLE >

- Share information with your sales team
- Identify interested companies and develop marketing strategies
- Consider reaching out directly via their main phone number
- Compare with companies that actually visited your booth and review your page content after the show

\*This tab becomes available once all settings are complete and at least three companies have been identified.

\*Only company information identified through IP addresses and third-party data can be viewed.

\*Displayed company information is publicly available data.

# Benchmark Analytics - Compare Your Company with Competitors

Use the dropdown to change the analysis axis\* and **check your position from multiple perspectives against companies in the same category.**

Comparison with **category average & leader**

Exhibition Attending

Target Users

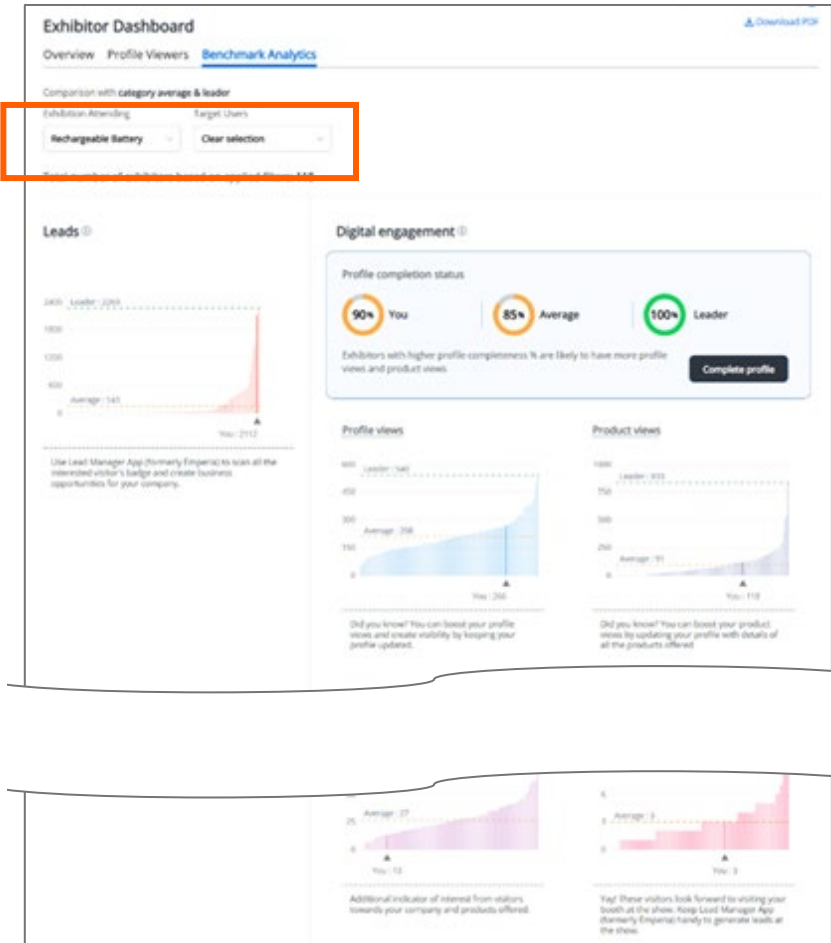
Solar Power

Clear selection

Items you can compare:

- Profile views
- Product views
- Website clicks
- Number of “Favorites”
- Times recommended
- Recommendation views
- Recommendation clicks
- Number of leads

\*Available analysis axes may vary by the show.



To use this feature, you need to register for the **Matchmaking!**

Please complete the required fields in the “Matchmaking” section located in the center of the **Edit Profile Page** on Exhibitor Hub,

## Matchmaking

Select items that best represent your company to help visitors find you through our recommendations (emails and matching while they visit the website). Where specified, the selection is also used to help visitors find you on the website directory.