NADA convention & expo 2014
NEW ORLEANS | JANUARY 24-27

NADA & ATD Convention & Expo 2014
ChirpE Mobile App Usage Analysis Infographic

The official mobile app* provided the event participants access to real-time planning features including:

- Exhibitor List
- Interactive Floor Plan
- Session Schedule
- Individualized Itinerary
- Personalized Walking Map
- Social Media Updates

7,554
Total number of mobile app users

Top Pages

Session Detail	70,442 visits
Exhibitor Search	49,337 visits
Session List	42,659 visits
Exhibitor Profile	24,317 visits
Add to Itinerary	23,898 visits

Native iOS Users 4,315	Native Android Users 1,110	Mobile Web Users 2,129	Adoption Rate** 93%

NADA Mobile App user survey highlights:

95% said the NADA 2014 Mobile app was **easy to navigate**

89% said the NADA 2014 Mobile app helped them be **more efficient** at the event

89% said they were **satisfied** with the NADA 2014 Mobile App

IAC INTERNET ADVERTISING COMPETITION

The NADA 2014 mobile app solution is the winner of the Best Event Mobile App for the 2014 Internet Advertising Competition Award. The IAC Awards are administered by the Web Marketing Association.

ChirpEMobile

a2zInc