

# Digital 1to1

EUROPE 2018

12th to 14th June | Barcelona

5th Edition



**250**

Attendees



**10**

Business Cases



**1850**

1 to 1 Meetings



**16**

Countries

1to1 57%

Guests - Merchants

1to1 35%

Digital Solutions

1to1 8%

Start-up (Solutions)

## Guest Merchants



### Annual turnover ONLINE

>50mill €	34%
15-50mill €	20%
5-15mill €	25%
4-5mill €	21%

### Annual turnover OFFLINE

>200mill €	36%
101-200mill €	18%
50-100mill €	17%
<50mill €	29%

## Activity Sector



## Satisfaction Guest Merchants



Program and Organization  
**97% Very satisfied**  
**3% satisfied**



1to1 meetings  
**94.5% Very satisfied**  
**5.5% satisfied**

## Solutions

Personalization & Behavioral Targeting	36%
A/B testing / usability	30%
Remarketing / Shopping Basket Recovery	30%
Influencer Marketing	28%
Prescriptive/Predictive analytics	28%
Artificial Intelligence	26%
Pricing intelligence / Price monitoring	26%
SEO - Search Engine Optimization	25%
VR - Virtual Reality	25%
Lead generation / customer acquisition	24%
Retargeting / Remarketing	24%
Onsite sales optimizer	24%
Loyalty Solutions	24%

## Geography



### Top 5 countries



## Satisfaction Digital Solutions

1 to 1 Meeting

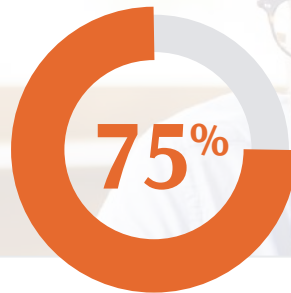
**99%**  
of sponsors satisfied,  
with 77% of them very satisfied



Program and Organization



**87%**  
Very satisfied  
13% satisfied



**75%** of guests say they will close commercial agreements with at least **10 solution providers**

Digital **1to1**

EUROPE 2019  
11th to 13th June | Barcelona  
6th Edition

See you in **2019**