



# SMX

SEARCH  
MARKETING  
EXPO

## Your Guide to SMX 2024 Reporting

Two reports are included with your SMX sponsorship. They are sent at different times, and enable you to contact prospects promptly.

- Alpha: Within 24 hours of session(s)
- Omega: Approximately 2 weeks of the event's conclusion

Each report will have several tabs. The number of tabs depends on the level of sponsorship you have purchased. Your report can include the following tabs:

- Guide to Reporting (all)
- Engagement Report (all)
- Unique Lead Report (only those receiving leads from multiple sessions get this tab in the Alpha report, and all have in the Omega report)
- Chat Log Report (all)

### Engagement tab

For the session/s you sponsor, you will receive an Engagement report containing the following data:

- Permission to Contact
- Session Name
- Viewed Session
- Added Session to My Agenda
- First Name
- Last Name
- Job Title
- Company
- Email Address
- Phone Number
- Country
- State/Province
- What is your company's annual revenue?
- Company Type- Brand or Agency
- In-Market Categories
- Dig Deeper Assets Downloaded

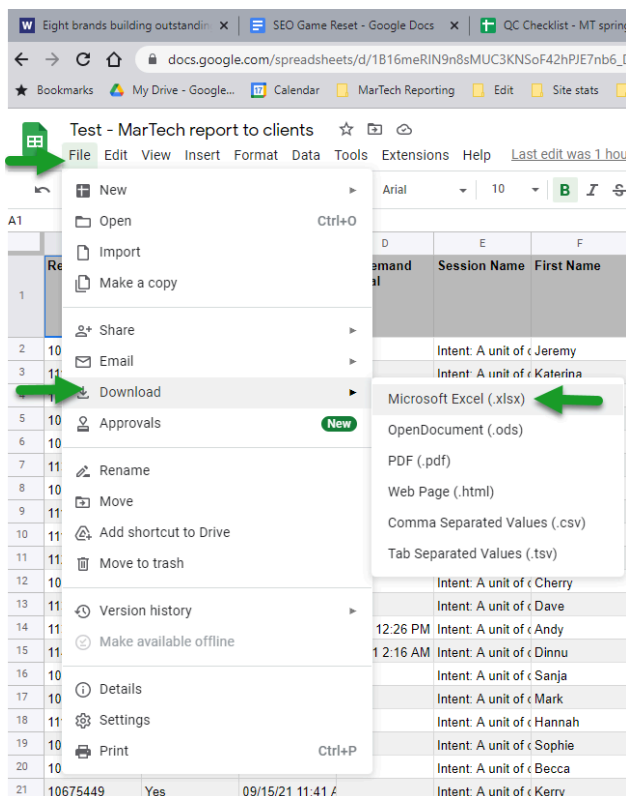
## Unique Lead tab

This tab **excludes duplicates** from your Engagement Tab, and is an easy-to-read summary of unique leads generated by your sponsorship. It will be provided only to sponsors of multiple sessions.

- Permission to Contact
- First Name
- Last Name
- Job Title
- Company
- Email Address
- Phone Number
- Country
- State/Province
- What is your company's annual revenue?
- Company Type- Brand or Agency
- In-Market Categories

Reports will be accessible in Google Sheets only by those who have been invited to access them. If others in your company should have access, send their email addresses to Allison Lofaro, [alofaro@thirddoormedia.com](mailto:alofaro@thirddoormedia.com).

To download your report from Google Sheets, click "File", "Download" and "Microsoft Excel (.xlsx)". **Important note: In rare cases**, some testers reported encountering an **error message** when downloading the file. If you do, Excel will offer options to repair the error. Selecting that option will correct the issue and open the file.



If you have questions about reporting before, during or after SMX, contact Allison Lofaro at [alofaro@thirddoormedia.com](mailto:alofaro@thirddoormedia.com).