



Centre of Operational Excellence



ANALYTICAL REPORT ON VISITORS TO THE EXHIBITION

22nd exhibition of building and finishing materials

MosBuild

April 5-8, 2016

Moscow • Expocentre



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RESEARCH METHODOLOGY

Exhibition period

From 5.04.2016 to 8.04.2016

Information gathering and analysis methods

This report about visitors to MosBuild 2016 was compiled on the basis of statistical research that included the following phases:

- Gathering primary information about the event – the duration, presence of associated events, target audience, channels to attract visitors, ways of getting around the exhibition, and other information.
- Grouping and aggregating the data to obtain general estimated figures
- Processing the statistical data and analysing the results

To get the most reliable results possible, the number of unique visitors was calculated by following ways:

- Checking the database of visitors for lack of test entries and incorrectly completed answers to questions on the registration form
- Checking the database of visitors for a lack of duplicate entries
- Using the general registration database to create a contact database of visitors with answers to the registration form questions
- Checking the reliability of the data achieved (see point degree of accuracy in the results').

Main sources of information

For analysis, we used:

- Expocentre turnstile database
- Database of visitors who came to the registration desk to obtain an e-ticket
- Statistics from visitors who filled in an exhibition visitor form

Qualitative make-up of visitors

A Visitor (unique visitor) means a person visiting the exhibition during its official open days and hours, for the goal of learning about the exhibitors and/or participating in the exhibition programme. A visitor is only counted once for the entire exhibition time period, regardless of how many times he attends.

Visitors to events associated with the exhibition, such as conferences, seminars, congresses, and festivals held as part of this exhibition at on the same topic, are considered specialist visitors and are included in the total number of visitors if they did attend the exhibition itself.

In calculating the number of unique visitors, we did not include:

- Exhibition organiser employees (including temporary staff)
- Service staff at the exhibition venue
- Exhibition participant personnel
- Service provider staff
- Media representatives with official accreditation

The quality of the make-up of exhibition visitors is evaluated by analysing the results of answers to questions on the registration form.

The statistical analysis presents the following information about visitors:

- The share of professional visitors out of the total number of visitors (determined based on an analysis of the data on answers to questions on the registration form regarding goals of exhibition attendance)

- The share of foreign visitors (visitors who indicated their country as one outside of that in which the exhibition is being held), including breakdown of visitors by country
- The share of national visitors (visitors who indicated their country as the one in which the exhibition is being held), including breakdown of visitors by Russian regions
- Breakdown of visitors by gender
- Breakdown of professional visitors by job position and by the type of company and area of business

Types of questions on the registration form

Questions with a single possible answer – a question to which the respondent can select only one answer out of those offered. In the data, the total number of answers is 100%.

Questions with multiple possible answers – a question to which the respondent can select one or more than one answer out of those offered. In the data, the total number of answers exceeds 100%.

Degree of accuracy of the results

For the analysis of visitor answers, only correctly completed forms were used. Due to a lack of a ready database of hardcopy registration forms, the data from online registration was used.

In order to extrapolate from the sample to general values (for all exhibition visitors), we calculated the degree of accuracy – how reliably we can trust that any errors in selection (differences in the values between the selected sample and the general values) do not exceed a given value. The minimum recommended degree of accuracy of statistical results for market research is 95%.

Report on online registration

The report is based on data obtained with Google Analytics from 09.04.2015 to 8.04.2016. Only forms properly completed by MosBuild 2016 visitors were used for this analysis, of which there were a total of 55,659. The data are presented in absolute values and have an error margin of 6% for 'Number of e-tickets received' and 5% for 'Number of visitors with an e-ticket'.

The efficiency of using the online channel to attract visitors is the share of exhibition visitors with an e-ticket out of the total number of obtained e-tickets (registration count on the exhibition website).

The expanded report on online registration presents the following figures:

- **The number of unique website visitors** for a given period: each visitor to the website is counted one time regardless of how many times he visits the site
- **The number of e-tickets received**– this figure reflects the number of online registrations on the exhibition website
- **The number of exhibition visitors with an electronic ticket**

Analysis of each figure is represented in a breakdown by the main channels:

- **Mail-outs**: transition from the link posted in the e-mail
- **Search engines**: transition from search systems
- **Advertising on websites**: transition from banners and hyperlinks posted on the websites of exhibition partners and participants
- **Direct traffic**: direct transition to the exhibition website (bookmark or exhibition website URL in the browser).

To evaluate the efficiency of separate channels to attract visitors to the exhibition, we use a conversion coefficient. The **conversion coefficient** is calculated as a percentage of completed targeted actions on the website (getting an e-ticket for the exhibition, and attending the exhibition using the e-ticket) of the total number of actions (the number of unique site visits) for the specified period.

Traffic on each channel (with the exception of direct traffic) is detailed by source:



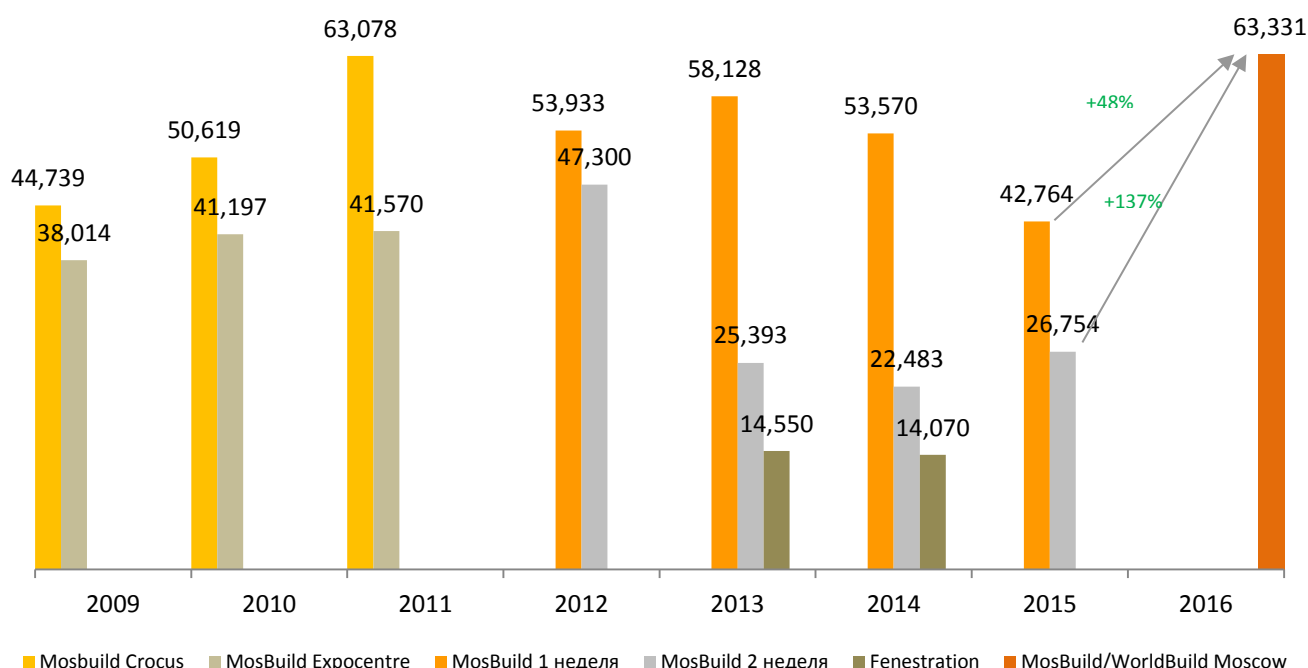
- In email mail-outs we show the dates of mail-outs in UTM-metric (a code of several parameters via the link)
- In search engines we detail the specific search engine
- In advertising on websites we detail the partner and exhibitor websites with links to the exhibition website
- In contextual advertising we detail the sites on which contextual advertising was placed

EXHIBITION ATTENDANCE

Total number of exhibition visitors

63,331 people visited MosBuild 2016 which is 48% more than the total number of visitors to the 1st week of MosBuild 2015, and 137% more than to the 2nd week of MosBuild 2015.

Fig. 1. Number of visitors to MosBuild, 2009-2016



Exhibition attendance by day

The majority of visitors in 2016 came on the second day of the exhibition (36% of all visitors). There was an increase in the numbers of visitors for all days, compared to both the first and the second week of MosBuild 2015.

Table 1. Breakdown of the number of visitors to MosBuild in 2015-2016 by day

Days	1 Week 2015		2 Week 2015		2016		Change, 2016 / 2015 (1 week)	Change, 2016 / 2015 (2 week)
Day 1	11,902	28%	6,898	26%	18,229	29%	53%	164%
Day 2	14,657	34%	9,639	36%	22,590	36%	54%	134%
Day 3	11,882	28%	7,205	27%	16,198	26%	36%	125%
Day 4	4,323	10%	3,012	11%	6,314	10%	46%	110%
Total	42,764		26,754		63,331		48%	137%

Fig. 2. Breakdown of the number of visitors to MosBuild in 2015-2016 by day

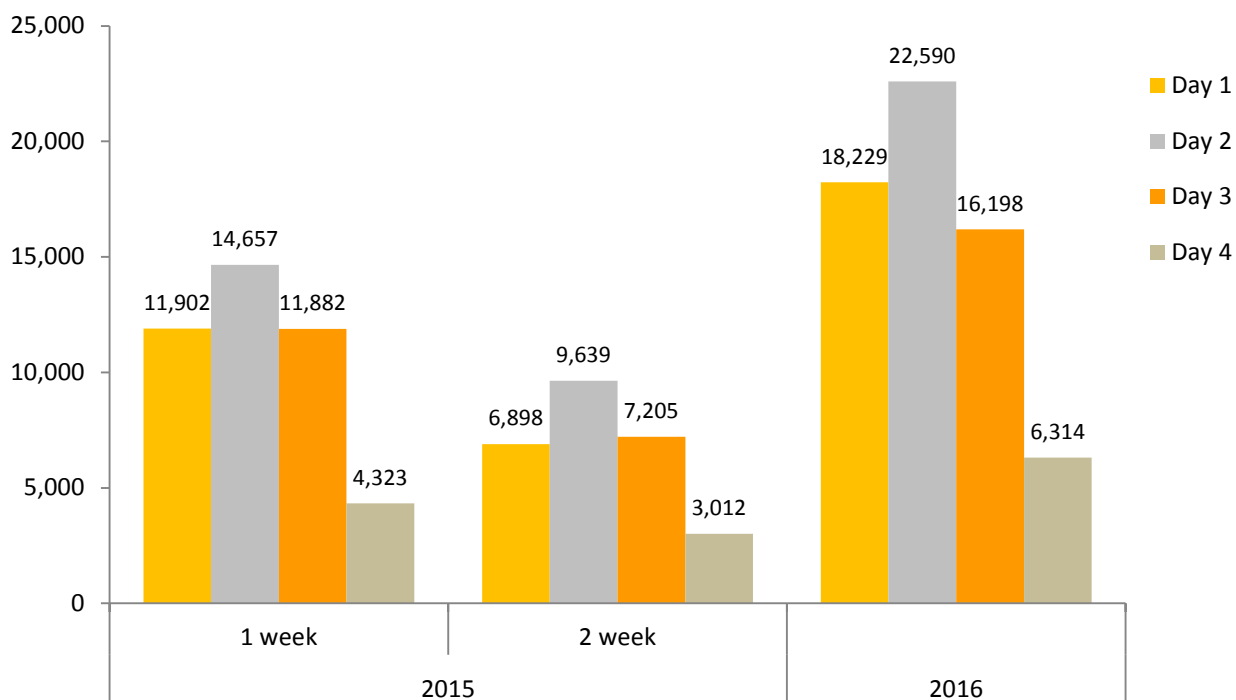
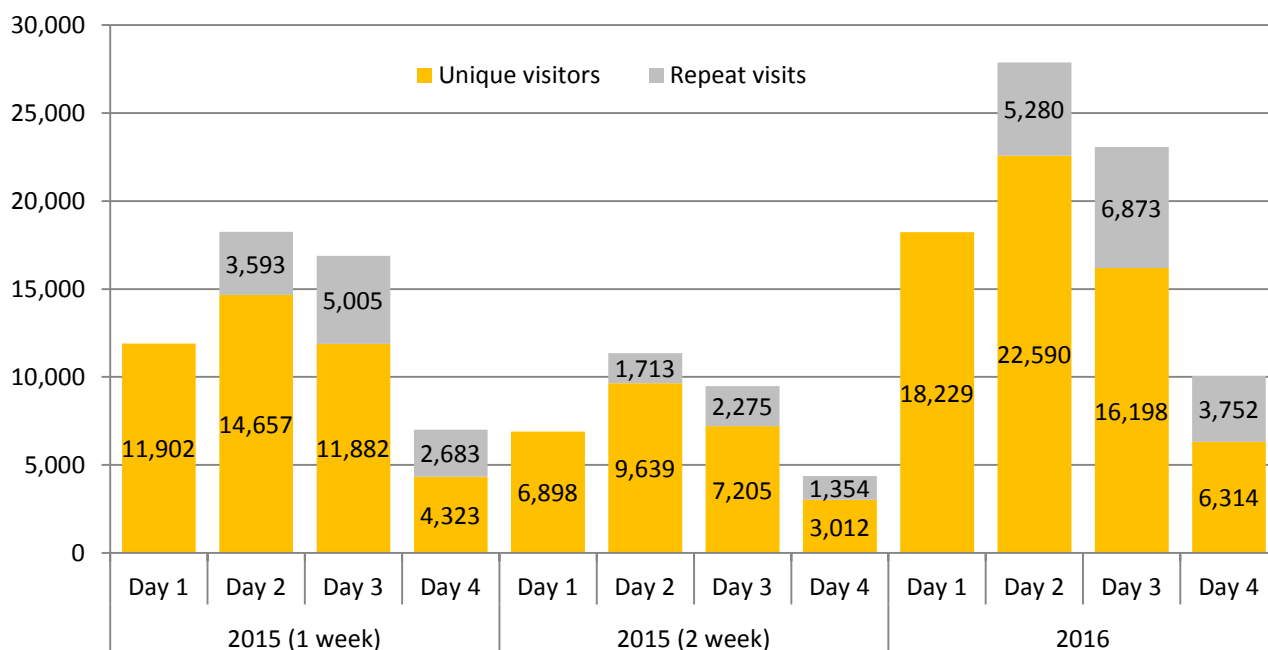


Fig. 3. Number of unique visitors and repeat visits to MosBuild in 2015-2016



The share of repeat visits was 25% (in 2015: 26% in the 1st week and 20% in the 2nd week).

GEOGRAPHICAL ANALYSIS OF VISITORS

Breakdown of visitors by country

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 58,512 (online registration forms only), which amounts to 92% of the total number of visitors.

The share of Russian visitors to MosBuild 2016 was 94%. The share of foreign visitors was 6.2% (in 2015: 5.9% in the 1st week, and 5.6% in the 2nd week). Total number of represented countries was 65 (in 2015: 59 in the 1st week, and 53 in the 2nd week).

Table 2. The share of foreign visitors and the number of countries represented*

	2014		2015		2016
	1 Week	2 Week	1 Week	2 Week	
Share of foreign visitors, in %	6.6% (3,538)	6.6% (1,476)	5.9% (2,503)	5.6% (1,496)	6.2% (3,960)
Number of countries represented	59	51	59	53	65

* Absolute figures are shown in brackets.

Table 3. Breakdown of MosBuild 2016 visitors by country*

No	Country	%	No	Country	%
1	Russia	93.75% (59,371)	34	Bulgaria	0.02% (13)
2	Belarus	1.78% (1,129)	35	Greece	0.02% (12)
3	Kazakhstan	0.90% (567)	36	Turkmenistan	0.02% (12)
4	Ukraine	0.47% (296)	37	Mongolia	0.02% (12)
5	China	0.46% (291)	38	USA	0.02% (11)
6	Italy	0.29% (183)	39	UAE	0.02% (10)
7	Uzbekistan	0.24% (152)	40	Georgia	0.02% (10)
8	Germany	0.22% (137)	41	Switzerland	0.01% (8)
9	Kyrgyzstan	0.20% (127)	42	Denmark	0.01% (7)
10	Poland	0.17% (107)	43	Sweden	0.01% (5)
11	Moldova	0.13% (85)	44	Canada	0.01% (5)
12	Armenia	0.11% (69)	45	Slovakia	0.01% (5)
13	Azerbaijan	0.11% (68)	46	Cyprus	0.01% (4)
14	Korea, Republic of	0.10% (65)	47	Slovenia	0.01% (4)
15	Tajikistan	0.09% (59)	48	Romania	0.01% (4)
16	Iran	0.08% (53)	49	Afghanistan	0.01% (3)
17	Latvia	0.06% (41)	50	Portugal	0.01% (3)
18	Spain	0.06% (40)	51	Croatia	0.01% (3)
19	Lithuania	0.06% (36)	52	Egypt	0.01% (3)
20	Czech Republic	0.05% (30)	53	Nigeria	0.01% (3)
21	Estonia	0.05% (30)	54	Hungary	<0.01% (2)
22	Finland	0.05% (29)	55	New Zealand	<0.01% (2)
23	Belgium	0.04% (27)	56	Vietnam	<0.01% (2)
24	Austria	0.04% (26)	57	Sudan	<0.01% (2)
25	France	0.03% (22)	58	Lebanon	<0.01% (1)
26	Serbia	0.03% (20)	59	Norway	<0.01% (1)
27	Turkey	0.03% (20)	60	Albania	<0.01% (1)
28	Israel	0.03% (19)	61	Pakistan	<0.01% (1)
29	Japan	0.03% (18)	62	Tunisia	<0.01% (1)
30	India	0.03% (17)	62	Liechtenstein	<0.01% (1)



31	United Kingdom	0.02%	(15)	64	Luxembourg	<0.01%	(1)
32	Netherlands	0.02%	(15)	65	Morocco	<0.01%	(1)
33	Abkhazia	0.02%	(14)				

** Absolute figures are shown in brackets.*

Share of foreign visitors and visitors from the Russian regions

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 58,512 (online registration forms only), which amounts to 92% of the total number of visitors.

The share of visitors from Moscow and the Moscow region to MosBuild 2016 was 60%; the share of visitors from other regions was 34% (in 2015: 36% in the 1st week, and 31% in the 2nd week). The total number of regions represented among visitors to the exhibition was 81 (in 2015: 79 in the 1st week, and 76 in the 2nd week).

Table 4. Share of visitors from the regions and the total number of regions represented*

	2014		2015		2016
	1 Week	2 Week	1 Week	2 Week	
Share of regional visitors (excluding Moscow Region)	39% (20,958)	33% (7,338)	36% (15,479)	31% (8,260)	34% (21,496)
Total number of regions	81	80	79	76	81

* Absolute figures are shown in brackets.

Table 5. Share of foreign visitors and visitors from the Russian regions to MosBuild 2016*

No	Region	%		No	Region	%	
	Foreign visitors	6.2%	(3,960)	41	Perm Region	0.30%	(189)
1	Moscow Region	59.80%	(37,875)	42	Tyumen Region	0.29%	(186)
2	St. Petersburg Region	3.23%	(2,048)	43	Orenburg Region	0.29%	(183)
3	Nizhny Novgorod Region	1.74%	(1,102)	44	Republic of Mari El	0.27%	(169)
4	Republic of Tatarstan	1.52%	(966)	45	Arkhangelsk Region	0.24%	(155)
5	Kaluga Region	1.17%	(738)	46	Krasnoyarsk Region	0.24%	(155)
6	Vladimir Region	1.10%	(699)	47	Khanty-Mansiysk Aut.Reg.	0.19%	(122)
7	Krasnodar Region	1.10%	(697)	48	Republic of Mordovia	0.19%	(120)
8	Tula Region	1.09%	(687)	49	Irkutsk Region	0.18%	(112)
9	Samara Region	1.04%	(656)	50	Khabarovsk Region	0.17%	(108)
10	Sverdlovsk Region	1.01%	(641)	51	Chechen Republic	0.17%	(105)
11	Voronezh Region	1.00%	(634)	52	Altai Region	0.16%	(104)
12	Yaroslavl Region	0.94%	(596)	53	Sevastopol	0.16%	(103)
13	Rostov Region	0.91%	(574)	54	Kemerovo Region	0.16%	(101)
14	Ryazan Region	0.80%	(510)	55	Omsk Region	0.15%	(94)
15	Tver Region	0.70%	(441)	56	Astrakhan Region	0.15%	(92)
16	Bryansk Region	0.66%	(421)	57	Novgorod Region	0.14%	(90)
17	Belgorod Region	0.59%	(377)	58	Republic of Komi	0.11%	(70)
18	Republic of Bashkortostan	0.59%	(371)	59	Tomsk Region	0.11%	(70)
19	Kostroma Region	0.58%	(369)	60	Republic of Sakha	0.10%	(62)
20	Ivanovo Region	0.58%	(369)	61	Pskov Region	0.10%	(62)
21	Novosibirsk Region	0.58%	(366)	62	Republic of North. Ossetia	0.10%	(61)
22	Chelyabinsk Region	0.58%	(366)	62	Kabardino-Balkaria Rep.	0.09%	(60)
23	Stavropol Region	0.55%	(351)	64	Sakhalin Region	0.09%	(54)
24	Smolensk Region	0.55%	(347)	65	Republic of Karelia	0.08%	(50)
25	Saratov Region	0.53%	(334)	66	Kamchatka Region	0.06%	(39)
26	Chuvash Republic	0.52%	(330)	67	Murmansk Region	0.05%	(32)
27	Republic of Dagestan	0.50%	(317)	68	Republic of Buryatia	0.05%	(31)
28	Lipetsk Region	0.46%	(293)	69	Zabaykalsky Region	0.05%	(31)
29	Republic of Udmurtia	0.45%	(283)	70	Yamalo-Nenets Aut.Region	0.05%	(31)
30	Penza Region	0.44%	(281)	71	Amur Region	0.05%	(31)
31	Ulyanovsk Region	0.42%	(268)	72	Kurgan Region	0.05%	(29)

32	Volgograd Region	0.42%	(264)	73	Republic of Adygeya	0.04%	(27)
33	Vologda Region	0.40%	(251)	74	Republic of Khakassia	0.04%	(23)
34	Orlov Region	0.39%	(248)	75	Rep. of Karachaevo-Cherk.	0.03%	(22)
35	Tambov Region	0.37%	(235)	76	Republic of Ingushetia	0.03%	(21)
36	Republic of Crimea	0.36%	(226)	77	Magadan Region	0.02%	(12)
37	Kirov Region	0.35%	(224)	78	Jewish Auton. Region	0.01%	(9)
38	Primorsky Region	0.32%	(200)	79	Republic of Kalmykia	0.01%	(8)
39	Kaliningrad Region	0.31%	(196)	80	Republic of Altai	<0.01%	(2)
40	Kursk Region	0.31%	(194)	81	Republic of Tyva	<0.01%	(1)

* Absolute figures are shown in brackets.

The Russian regions with the largest representation (excluding Moscow region):

- St. Petersburg Region – 3.2% (in 2015: 3.4% in the 1st week, and 2.4% in the 2nd week)
- Nizhny Novgorod Region – 1.7% (in 2015: 2% in the 1st week, and 1.7% in the 2nd week)
- Republic of Tatarstan – 1.5% (in 2015: 1.3%)

BREAKDOWN OF VISITORS BY GENDER

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 58,512 (online registration forms only), which amounts to 92% of the total number of visitors.

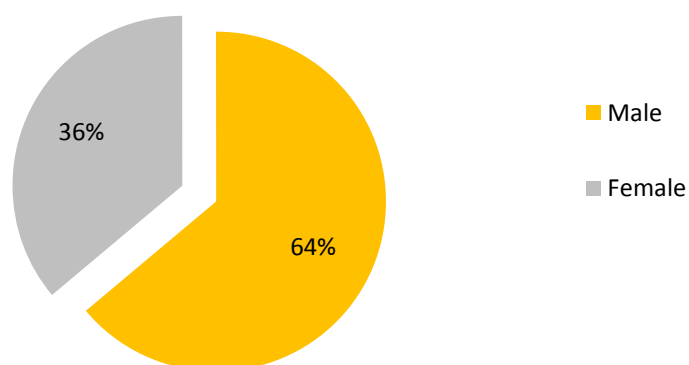
Men made up 64% of MosBuild 2016 visitors, with 36% of visitors being women.

Table 6. Breakdown of MosBuild visitors in 2014-2016 by gender*

Gender	2014		2015		2016
	1 Week	2 Week	1 Week	2 Week	
Male	64% (34,545)	59% (13,262)	55% (23,427)	74% (19,901)	64% (40,469)
Female	36% (19,025)	41% (9,221)	45% (19,337)	26% (6,853)	36% (22,862)

* Absolute figures are shown in brackets.

Fig. 4. Breakdown of MosBuild 2016 visitors by gender



BREAKDOWN OF VISITORS BY THEIR PURPOSE OF ATTENDANCE

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 58,512 (online registration forms only), which amounts to 92% of the total number of visitors.

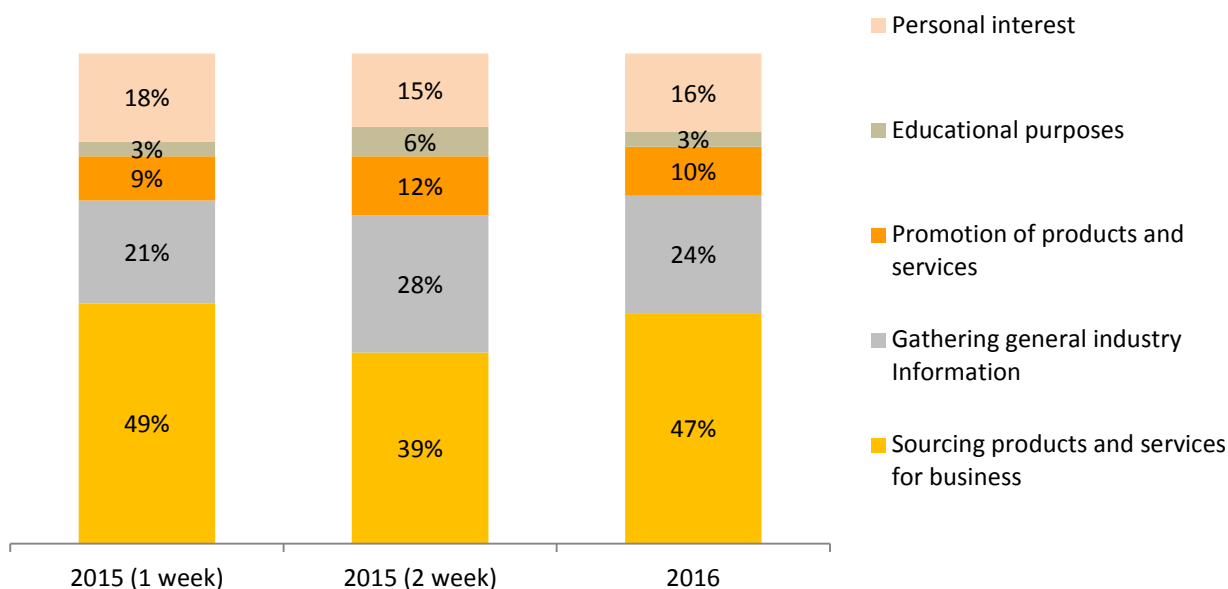
47% of visitors to MosBuild 2016 attended the exhibition with the aim of sourcing products and services for business; 24% with the aim of gathering general industry Information and 10% came to the exhibition to promote their goods and services. 3% came for educational purposes and 16% came out of personal interest.

Table 7. Breakdown of MosBuild visitors by their purpose of attendance*

Purpose	2015 (1 Week)		2015 (2 Week)		2016	
Sourcing products and services for business	49%	(21,094)	39%	(10,470)	47%	(30,021)
Gathering general industry Information	21%	(8,866)	28%	(7,575)	24%	(14,922)
Promotion of products and services	9%	(3,700)	12%	(3,090)	10%	(6,096)
Educational purposes	3%	(1,397)	6%	(1,488)	3%	(2,237)
Personal interest	18%	(7,707)	15%	(4,131)	16%	(10,055)

* Absolute figures are shown in brackets.

Fig. 5. Breakdown of MosBuild visitors by their purpose of attendance



PREVIOUS ATTENDANCE

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 58,511 (online registration forms only), which amounts to 92% of the total number of visitors.

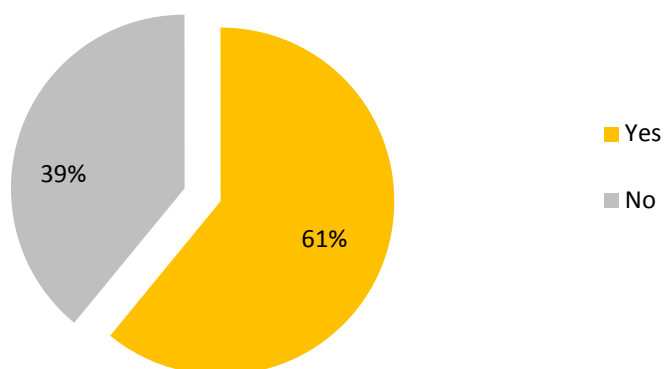
61% of visitors to MosBuild 2016 had attended MosBuild 2015.

Table 8. Attendance at previous MosBuild exhibition*

Previous attendance	2015 (1 Week)		2015 (2 Week)		2016	
Yes	58%	(24,841)	49%	(13,164)	61%	(38,603)
No	42%	(17,923)	51%	(13,590)	39%	(24,728)

* Absolute figures are shown in brackets.

Fig. 6. Attendance at MosBuild 2015 for MosBuild 2016 visitors



PROFILE OF TRADE VISITORS

Breakdown of visitors by job position

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 47,155 – 92% of the total number of trade visitors (51,039).

This question was only put to those who attended the exhibition with the aim of looking for products and services for business, with the aim of obtaining information about the sector, or with the aim of promoting their own goods and services.

The share of heads of companies (including sole traders) among trade visitors was 40% (in 2015: 38% in the 1st week, and 34% in the 2nd week).

Table 9. Breakdown of MosBuild visitors by job position*

Job position	2015				2016	
	1 week		2 week			
General Manager / Owner	32%	(10,928)	32%	(6,783)	34%	(17,203)
Deputy Head of the Company	11%	(3,852)	15%	(3,067)	12%	(5,885)
Head of Department / Division	18%	(6,191)	22%	(4,733)	19%	(9,842)
Manager / Specialist	32%	(10,623)	29%	(6,055)	30%	(15,065)
Individual Entrepreneur	6%	(2,066)	2%	(497)	6%	(3,044)

* Absolute figures are shown in brackets.

Fig. 7. Breakdown of MosBuild 2016 visitors by job position

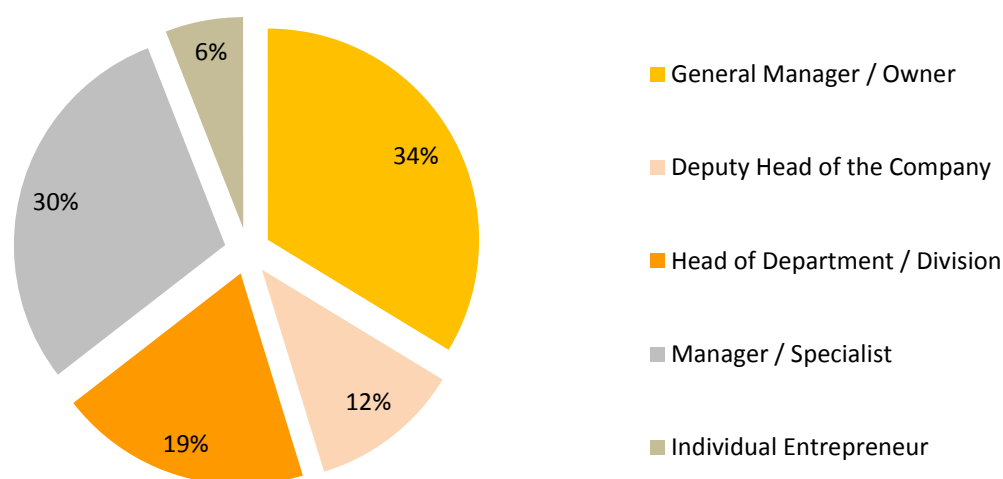


Table 10. Breakdown of MosBuild 2016 visitors by job position and by purpose of attendance*

Job position	Total		by purpose					
			Search for products and services for business		Gathering general industry information		Promotion of own products and services	
General Manager / Owner	34%	(17,203)	41%	(12,243)	25%	(3,730)	20%	(1,230)
Deputy Head of the Company	12%	(5,885)	13%	(3,780)	11%	(1,573)	9%	(532)
Head of Department / Division	19%	(9,842)	16%	(4,929)	23%	(3,452)	24%	(1,461)
Manager / Specialist	30%	(15,065)	23%	(6,873)	36%	(5,393)	46%	(2,799)
Individual Entrepreneur	6%	(3,044)	7%	(2,196)	5%	(774)	1%	(74)

* Absolute figures are shown in brackets.

The share of heads of companies (including sole traders) out of those who attended MosBuild 2016 with the aim of searching for goods and services for business was 48%; out of those with the aim of gathering general industry information was 30% and out of those with the aim of promotion their own products and services, 21%.

Types of company business represented among visitors

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 47,155 – 92% of the total number of trade visitors (51,039).

This question was only put to those who attended the exhibition with the aim of looking for products and services for business, with the aim of obtaining information about the sector, or with the aim of promoting their own goods and services.

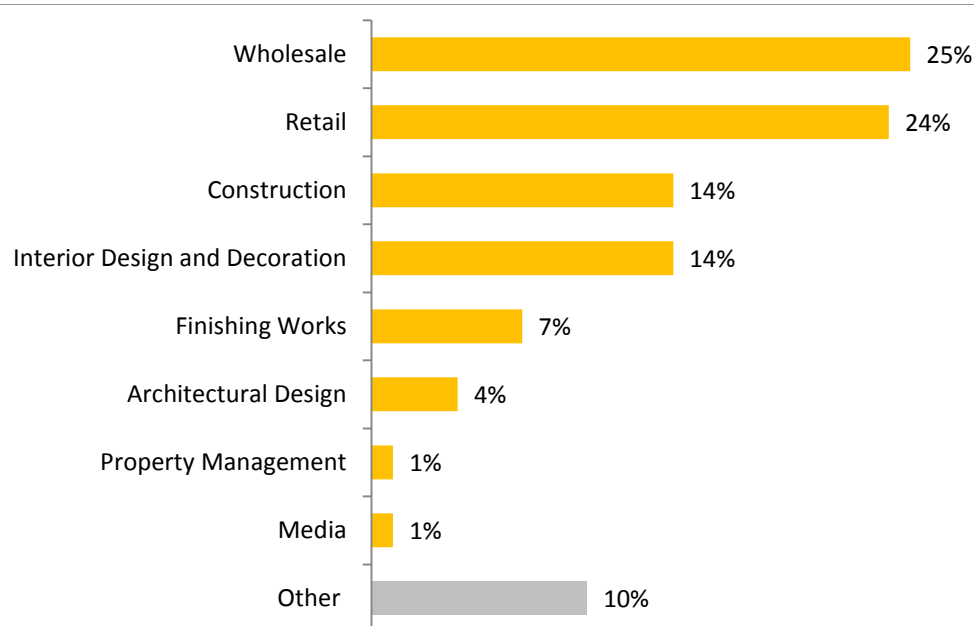
The majority of trade visitors to MosBuild 2016 were wholesalers (25%) and retailers (24%).

Table 11. Types of company business represented by MosBuild visitors in 2015-2016*

Type	2015 (1 Week)		2015 (2 Week)		2016	
Wholesale	24%	(8,049)	24%	(5,059)	25%	(12,718)
Retail	32%	(10,714)	10%	(2,154)	24%	(12,195)
Construction	5%	(1,598)	20%	(4,127)	14%	(7,128)
Interior Design and Decoration	15%	(5,010)	3%	(593)	14%	(6,888)
Finishing Works	4%	(1,319)	4%	(817)	7%	(3,495)
Architectural Design	2%	(613)	6%	(1,336)	4%	(2,125)
Property Management	0.6%	(209)	1%	(215)	1%	(636)
Media	1%	(289)	1%	(226)	1%	(536)
Manufacturing	13%	(4,422)	23%	(4,873)	-	-
Development	0.5%	(184)	1%	(310)	-	-
Landscape design	0.3%	(88)	1%	(122)	-	-
Other	3%	(1,165)	6%	(1,303)	10%	(5,318)

* Absolute figures are shown in brackets.

Fig. 8. Types of company business represented by MosBuild 2016 visitors



There were relatively more representatives from trade companies among visitors who came with the aim of looking for products and services for their business (22% wholesalers and 32% retailers). The visitors who came to promote their own goods and services were mainly representatives of wholesale companies (43%).

Table 12. Breakdown of MosBuild 2016 visitors by types and by purpose of attendance*

Type	by purpose						Total	
	Search for products and services for business		Gathering general industry information		Promotion of own products and services			
Wholesale	22%	(6,745)	22%	(3,348)	43%	(2,625)	25%	(12,718)
Retail	32%	(9,708)	13%	(2,002)	8%	(485)	24%	(12,195)
Construction	14%	(4,264)	16%	(2,399)	8%	(465)	14%	(7,128)
Interior Design and Decoration	14%	(4,334)	14%	(2,122)	7%	(432)	14%	(6,888)
Finishing Works	7%	(2,126)	8%	(1,119)	4%	(250)	7%	(3,495)
Architectural Design	3%	(807)	8%	(1,212)	2%	(106)	4%	(2,125)
Property Management	1%	(322)	2%	(288)	0%	(26)	1%	(636)
Media	0%	(149)	2%	(248)	2%	(139)	1%	(536)
Other	5%	(1,566)	15%	(2,184)	26%	(1,568)	10%	(5,318)

* Absolute figures are shown in brackets.

The option 'other' (10%) was chosen by representatives of companies engaged in the following areas (in descending order of frequency):

- Manufacturing
- Logistics and transportation
- Consulting
- Examination / Quality Control / Certification
- Banking
- Printing & Publishing
- Event Organising
- Education
- IT
- Raw materials
- Investment and development
- Industry Association
- Woodworking

REASONS TO ATTEND FOR PRIVATE VISITORS

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 9,290 – 92% of the total number of private visitors (10,055).

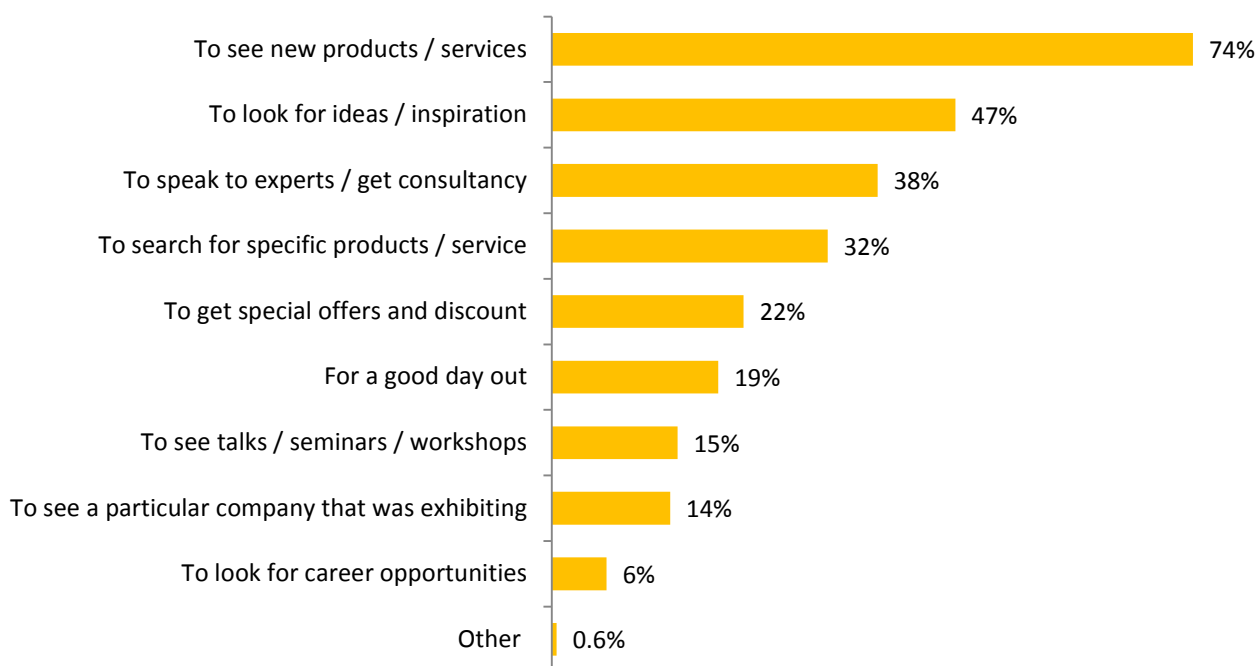
This question was only put to those who attended the exhibition with private purposes. The majority of private visitors to MosBuild 2016 came to see new products and services (74%).

Table 13. Reasons to attend MosBuild 2016 for private visitors*

Reasons	% of private visitors	
To see new products / services	74%	(7 473)
To look for ideas / inspiration	47%	(4 703)
To speak to experts / get consultancy	38%	(3 796)
To search for specific products / service	32%	(3 215)
To get special offers and discount	22%	(2 234)
For a good day out	19%	(1 940)
To see talks / seminars / workshops	15%	(1 465)
To see a particular company that was exhibiting	14%	(1 378)
To look for career opportunities	6%	(639)
Other	0.6%	(56)

* Absolute figures are shown in brackets. Respondents were allowed to tick more than one answer.

Fig. 9. Reasons to attend MosBuild 2016 for private visitors*



* Respondents were allowed to tick more than one answer.

PRODUCTS OF INTEREST

For this analysis only correctly completed MosBuild 2016 registration forms were used. They totalled to 58,512 (online registration forms only), which amounts to 92% of the total number of visitors.

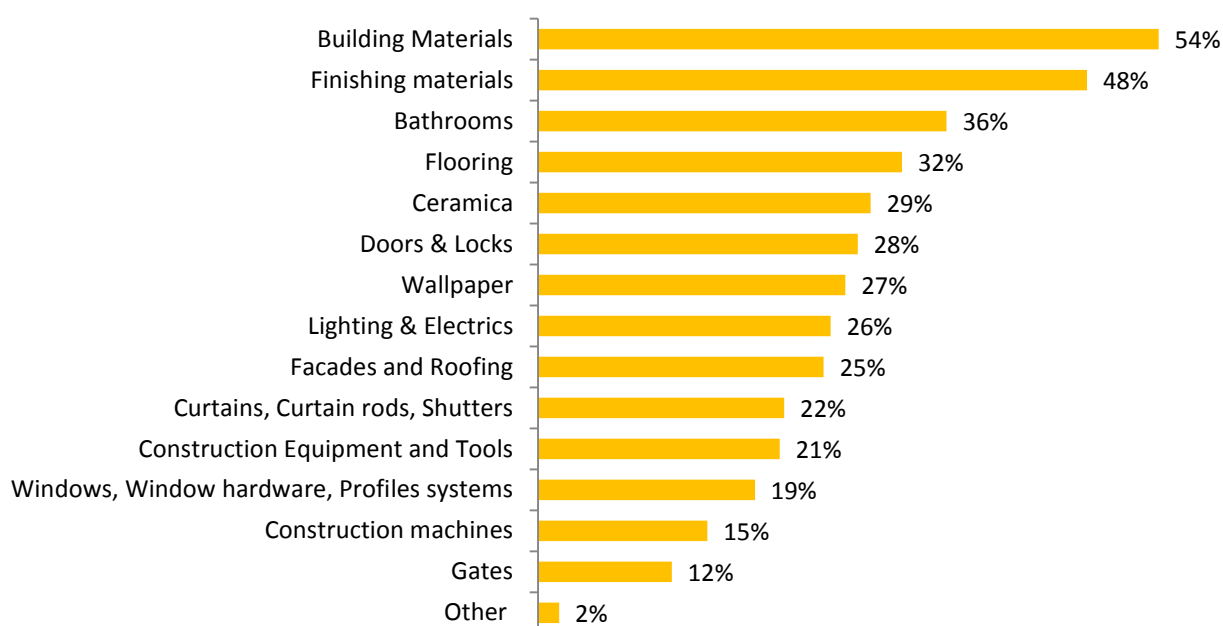
The majority of visitors to MosBuild 2016 were interested in building materials (54%), finishing materials (48%), bathrooms (36%), and flooring (32%).

Table 14. Products of interest to MosBuild 2016 visitors*

Products of interest	% of visitors	
Building materials	54%	(34,515)
Finishing materials	48%	(30,520)
Bathrooms	36%	(22,714)
Flooring	32%	(20,229)
Ceramica	29%	(18,492)
Doors & Locks	28%	(17,768)
Wallpaper	27%	(17,088)
Lighting & Electrics	26%	(16,267)
Facades and Roofing	25%	(15,879)
Curtains, Curtain rods, Shutters	22%	(13,684)
Construction Equipment and Tools	21%	(13,432)
Windows, Window hardware, Profiles systems	19%	(12,053)
Construction machines	15%	(9,413)
Gates	12%	(7,427)
Other	2%	(1,174)

* Absolute figures are shown in brackets. Respondents were allowed to tick more than one answer.

Fig. 10. Products of interest to MosBuild 2016 visitors*



* Respondents were allowed to tick more than one answer.

Table 15. Products of interest to MosBuild 2016 visitors*

Products of interest	Total		Wholesale		Retail		Construction		Interior Design and Decoration		Finishing Works		Architectural Design		Property Management	
	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)	%	(n)
Building Materials	54%	(34,515)	47%	(5,959)	39%	(4,727)	86%	(6,105)	39%	(2,705)	67%	(2,336)	79%	(1,679)	76%	(480)
Finishing materials	48%	(30,520)	39%	(4,954)	41%	(4,973)	46%	(3,262)	61%	(4,182)	69%	(2,407)	65%	(1,376)	61%	(391)
Bathrooms	36%	(22,714)	29%	(3,683)	43%	(5,239)	26%	(1,889)	42%	(2,899)	39%	(1,355)	36%	(770)	45%	(288)
Flooring	32%	(20,229)	21%	(2,667)	32%	(3,863)	27%	(1,901)	45%	(3,131)	44%	(1,539)	42%	(892)	42%	(264)
Ceramica	29%	(18,492)	16%	(2,019)	28%	(3,470)	26%	(1,851)	45%	(3,118)	37%	(1,302)	41%	(861)	39%	(249)
Doors & Locks	28%	(17,768)	20%	(2,527)	29%	(3,513)	25%	(1,748)	35%	(2,443)	38%	(1,319)	31%	(663)	35%	(224)
Wallpaper	27%	(17,088)	14%	(1,796)	31%	(3,767)	14%	(1,020)	53%	(3,683)	32%	(1,125)	26%	(549)	25%	(157)
Lighting & Electrics	26%	(16,267)	12%	(1,556)	21%	(2,578)	24%	(1,707)	42%	(2,876)	34%	(1,173)	39%	(836)	48%	(307)
Facades and Roofing	25%	(15,879)	19%	(2,421)	15%	(1,797)	44%	(3,130)	16%	(1,076)	31%	(1,073)	52%	(1,114)	44%	(279)
Curtains, Curtain rods, Shutters	22%	(13,684)	8%	(1,038)	18%	(2,230)	10%	(719)	60%	(4,153)	21%	(720)	21%	(447)	23%	(145)
Construction Equipment and Tools	21%	(13,432)	15%	(1,954)	13%	(1,558)	40%	(2,861)	8%	(576)	36%	(1,256)	30%	(632)	45%	(287)
Windows, Window hardware, Profiles systems	19%	(12,053)	12%	(1,481)	10%	(1,207)	29%	(2,052)	18%	(1,272)	29%	(1,009)	35%	(735)	34%	(213)
Construction machines	15%	(9,413)	8%	(981)	7%	(816)	32%	(2,298)	7%	(509)	22%	(763)	26%	(546)	32%	(206)
Gates	12%	(7,427)	6%	(724)	7%	(827)	20%	(1,438)	9%	(593)	16%	(564)	23%	(491)	25%	(156)
Other	2%	(1,174)	1%	(176)	1%	(116)	1%	(75)	1%	(100)	1%	(44)	2%	(44)	2%	(11)

* Absolute figures are shown in brackets. Respondents were allowed to tick more than one answer.

Table 16. Products of interest to MosBuild 2016 visitors with personal and educational purposes*

Products of interest	Educational purposes		Personal interest	
Building Materials	74%	(1,662)	57%	(5,689)
Finishing materials	67%	(1,497)	51%	(5,140)
Bathrooms	36%	(814)	42%	(4,176)
Flooring	49%	(1,089)	34%	(3,458)
Ceramica	47%	(1,050)	34%	(3,374)
Doors & Locks	32%	(722)	31%	(3,107)
Wallpaper	43%	(968)	31%	(3,080)
Lighting & Electrics	40%	(897)	31%	(3,133)
Facades and Roofing	43%	(959)	24%	(2,388)
Curtains, Curtain rods, Shutters	37%	(817)	26%	(2,564)
Construction Equipment and Tools	34%	(756)	18%	(1,831)
Windows, Window hardware, Profiles systems	30%	(668)	20%	(1,968)
Construction machines	34%	(759)	13%	(1,290)
Gates	19%	(426)	13%	(1,335)
Other	3%	(65)	1%	(98)

* Absolute figures are shown in brackets. Respondents were allowed to tick more than one answer.

EVENT WEBSITE ATTENDANCE

Website traffic analysis

Fig. 11. Number of unique visitors to the MosBuild website over 12 months

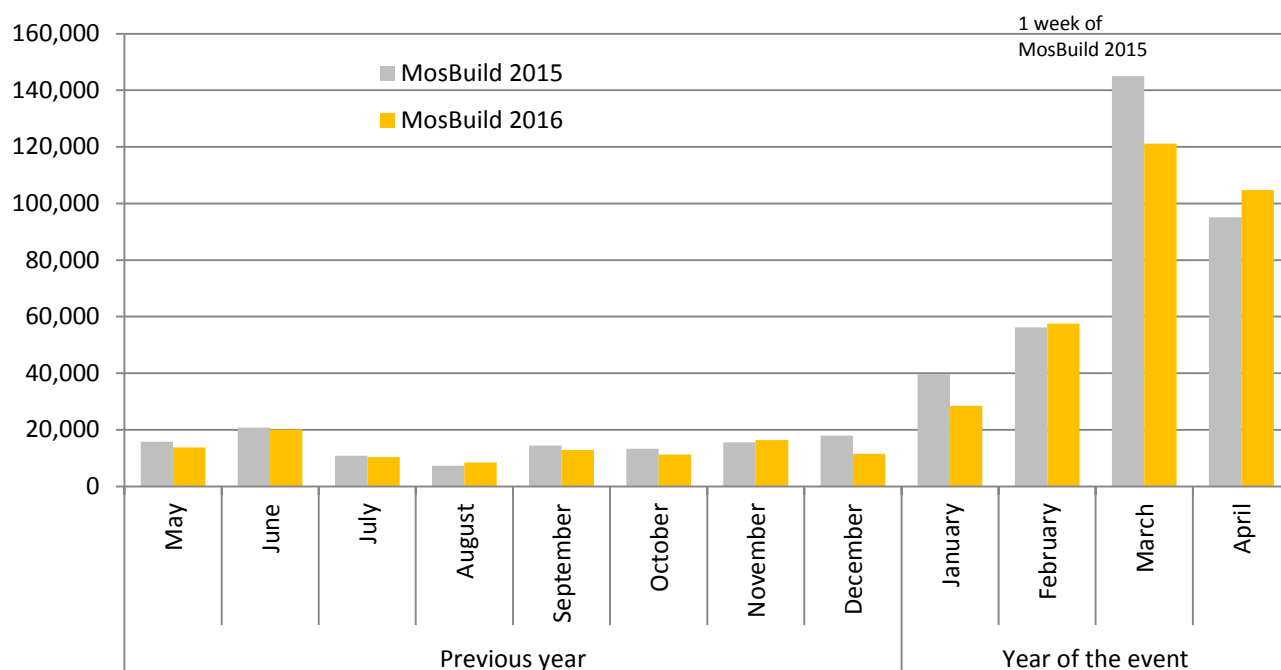
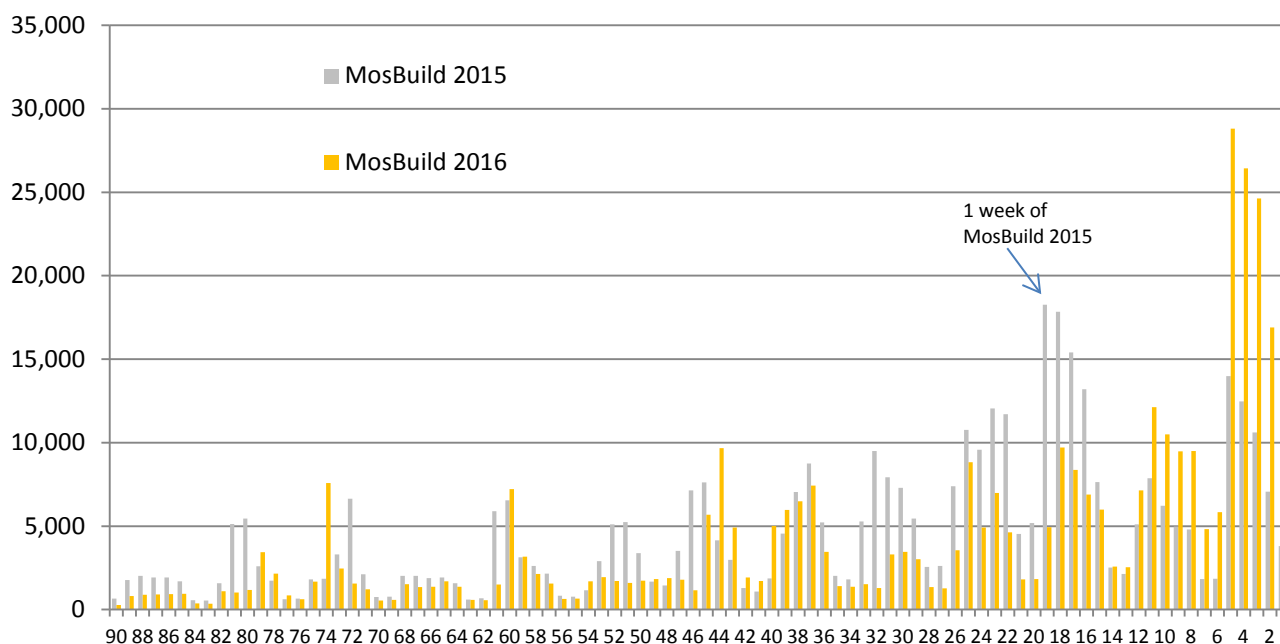


Table 17. Number of unique visitors to the MosBuild website over 12 months*

Year	Month	MosBuild 2015	MosBuild 2016	Change, 2016 / 2015
Previous year	May	15,837	13,730	-13%
	June	20,799	20,136	-3%
	July	10,799	10,347	-4%
	August	7,296	8,439	16%
	September	14,451	12,904	-11%
	October	13,324	11,255	-16%
	November	15,622	16,340	5%
	December	17,932	11,538	-36%
Year of the event	January	39,707	28,441	-28%
	February	56,164	57,606	3%
	March	145,007	121,129	-16%
	April	95,147	104,720	10%
Total		452,085	416,585	-8%

* In 2015 the 1st week was held from 31.03.15 to 03.04.15, and the 2nd week was held from 14.04.15 to 17.04.15.

Fig. 12. Number of unique visitors to the MosBuild website 90 days before the exhibition

Table 18. Breakdown of visitors to the website by device

Type	2015		2016	
	Count	Share, %	Count	Share, %
Non-mobile device	318,851	79%	278,582	75%
Mobile telephone	56,042	14%	72,301	19%
Tablet	27,061	7%	20,733	6%
Total	401,954	%	371,616	

Conversion of e-tickets

In 2016, 56% of the total number of people who obtained an e-ticket via the website attended the exhibition (57% in 2015). There were 3% more electronic tickets obtained in 2016 than in 2015.

Table 19. Conversion of issued e-tickets to MosBuild by channel*

Year	Number of e-tickets received	Number of visitors with an e-ticket	Conversion coefficient
2012	123,884	79,851	64%
2013	133,143	78,353	59%
2014	131,116	76,986	59%
2015	101,531	57,964	57%
2016	104,084	58,521	56%

* The figure for 2015 corresponds to unique records.

Breakdown of traffic to events website by channel

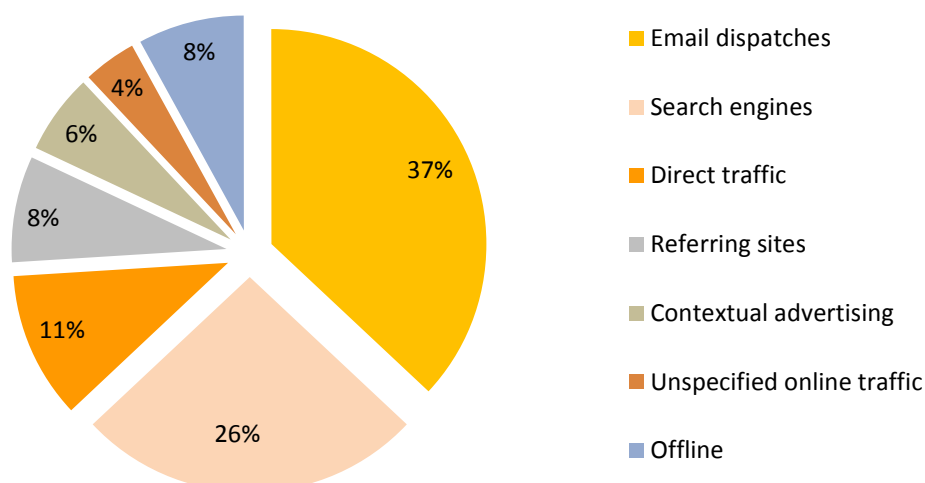
Table 20. The share of visitors to MosBuild with an e-ticket

Year	MosBuild	Online	Offline	Total	Share, %
2013	1 week	46,213	11,915	58,128	80%
	2 week	20,530	4,863	25,393	81%
	Fenestration	11,610	2,940	14,550	80%
2014	1 week	45,202	8,368	53,570	84%
	2 week	19,758	2,725	22,483	88%
	Fenestration	12,026	2,044	14,070	85%
2015	1 week	37,846	4,918	42,764	88%
	2 week	24,371	2,383	26,754	91%
2016		58,521	4,810	63,331	92%

Table 21. Breakdown of traffic to event website by channel

Channel	Count	Share, %
Email dispatches	23,481	37%
Search engines	16,371	26%
Direct traffic	7,050	11%
Referring sites	5,132	8%
Contextual advertising	3,625	6%
Unspecified online traffic	2,862	4%
Offline	4,810	8%
Total	63,331	

Fig. 13. Breakdown of traffic to event website by channel*



* Details on channels to obtain e-tickets are presented in the report on online registration.

- The share of visitors to MosBuild 2016 with an e-ticket obtained as a result of e-mail mail-outs was 37%
- 26% of visitors to MosBuild 2016 came with an e-ticket obtained it via search engines
- 11% of visitors got an e-ticket as a result of direct traffic to the exhibition website.

- 8% of visitors who attended the exhibition obtained an e-ticket as a result of clicking through from banners and hyperlinks placed on partners' and exhibitors' websites
- The share of visitors who got an e-ticket to the exhibition as a result of contextual advertising was 6%. The source of the contextual advertising were Yandex (73%), Google (22%), Mail.ru (3%), and Facebook (2%).

Details of traffic from e-mail mail-outs

Table 22. Information about e-mail campaigns for MosBuild 2016*

	2016	
Number of email campaigns	22	
Total volume of distribution	3,642,040	
Number of unique site visitors	79,824	2.2%
Number of e-tickets received	46,076	1.3%
Number of visitors with an e-ticket	23,481	0.6%
Conversion coefficient	By number of e-tickets received	58%
	By number of exhibition visitors with an e-ticket	29%

37% of MosBuild 2016 visitors attended it as a result of e-mail mail-outs. 2% of the total volume of mail-outs done before the exhibition (3,642,040) led to a visit to the exhibition website and 1.3% to the issue of an e-ticket. The overall efficiency of mail-outs attracting visitors to the exhibition was 0.6%.

Details of traffic from search engines

Among visitors who attended MosBuild 2016 as a result of clicking through from search engines the most used sources for searching for information were yandex (60% % of visitors via this channel) and google (36%).

Table 23. Details of traffic from search engines

Search engines	Number of unique site visitors	Number of e-tickets received	Number of visitors with an e-ticket	Conversion coefficient		
				by number of e-tickets received	by number of e-tickets received	by number of e-tickets received
yandex	49,232	14,608	9,780	60%	30%	20%
google	44,135	8,819	5,888	36%	20%	13%
go.mail.ru	1,918	654	444	3%	34%	23%
bing	745	165	115	1%	22%	15%
rambler	416	114	77	0.5%	27%	19%
other*	788	95	67	0.4%	12%	9%
Total	97,234	24,455	16,371		25%	17%

* Less than 1% of visitors with an e-ticket.

Details of traffic from referring sites

Table 24. Details of traffic from referring sites

Referring sites	Number of unique site visitors	Number of e-tickets received	Number of visitors with an e-ticket	Conversion coefficient		
				by number of e-tickets received	by number of e-tickets received	by number of e-tickets received
expocentr.ru	8,022	3,412	2,184	43%	43%	27%
vk.com	9,096	979	619	12%	11%	7%
exhibitors	2,397	696	438	9%	29%	18%
expomap.ru	1,567	439	209	4%	28%	13%
forumhouse.ru	5,096	587	155	3%	12%	3%
worldbuild	706	432	121	2.4%	61%	17%
ite-expo.ru	799	131	73	1.4%	16%	9%
facebook.com	4,377	133	66	1.3%	3%	2%
yandex.ru	313	100	63	1.2%	32%	20%
other*	18,399	2,365	1,204	23.5%	13%	7%
Total	50,772	9,274	5,132		18%	10%

* Less than 1% of visitors with an e-ticket.

Among websites with banners and hyperlinks, the majority of transfers were from the website expocentr.ru (43%), and vk.com (12%).



APPENDIX

Information about e-mail campaigns

Mailing date	Type	Volume	Number of unique site visitors	Number of e-tickets received	Number of visitors with an e-ticket
08.09.2015	MosBuild Magazine	103,615	32	4	2
08.09.2015	MosBuild Magazine	54,100	12	2	0
08.09.2015	MosBuild Magazine	13,133	1	0	0
08.09.2015	MosBuild Magazine	953	2	0	0
08.09.2015	MosBuild Magazine	60,917	9	1	0
18.11.2015	e-ticket	57,952	1,575	789	213
18.11.2015	e-ticket	57,486	1,423	627	197
18.11.2015	e-ticket	37,048	1,091	519	129
18.11.2015	e-ticket	3,168	125	64	18
03.12.2015	MosBuild Magazine	99,682	0	0	0
03.12.2015	MosBuild Magazine	52,177	0	0	0
03.12.2015	MosBuild Magazine	12,810	0	0	0
03.12.2015	MosBuild Magazine	66,622	0	0	0
03.12.2015	MosBuild Magazine	953	0	0	0
21.01.2016	Invitation	36,529	1,174	636	242
21.01.2016	Invitation	24,155	769	382	182
21.01.2016	Invitation	22,693	743	372	169
21.01.2016	Invitation	24,080	939	529	164
21.01.2016	Invitation	23,873	844	416	138
21.01.2016	Invitation	7,892	349	168	68
21.01.2016	Invitation	191	7	3	1
09.02.2016	e-ticket	72,360	1,885	1,207	576
09.02.2016	e-ticket	70,551	2,812	1,459	468
09.02.2016	e-ticket	49,503	1,415	875	207
09.02.2016	e-ticket	24,106	777	455	144
09.02.2016	e-ticket	12,388	166	114	45
09.02.2016	e-ticket	183	10	11	5
25.02.2016	Invitation	73,282	2,196	1,418	556
25.02.2016	Invitation	60,622	1,677	1,087	533
25.02.2016	Invitation	44,279	1,229	703	253
25.02.2016	Invitation	45,084	911	541	206
01.03.2016	Invitation	20,412	183	125	38
03.03.2016	Invitation	53,804	2,235	1,698	997
03.03.2016	Invitation	169,148	3,315	1,783	699
03.03.2016	Invitation	29,467	578	360	154
03.03.2016	Invitation	32,190	407	311	124
15.03.2016	MosBuild Magazine	184,106	1,785	712	352
15.03.2016	MosBuild Magazine	77,179	820	253	114
15.03.2016	MosBuild Magazine	13,068	286	107	67
15.03.2016	MosBuild Magazine	880	13	1	0
17.03.2016	Invitation	145,043	2,028	1,229	560
17.03.2016	Invitation	70,650	1,515	694	341
17.03.2016	Invitation	58,731	589	422	243
17.03.2016	Invitation	43,967	397	275	121
22.03.2016	Invitation	214,518	3,315	2,249	1,162
22.03.2016	Invitation	171,472	2,050	1,210	497
22.03.2016	Invitation	23,464	890	700	412



22.03.2016	Invitation	18,832	641	493	250
22.03.2016	Invitation	22,345	450	388	230
23.03.2016	Business programme	16,824	237	27	17
23.03.2016	Business programme	4,790	16	5	2
23.03.2016	Business programme	3,158	9	1	0
29.03.2016	Invitation	196,703	6,287	4,976	3,154
29.03.2016	Invitation	170,346	2,135	1,463	755
29.03.2016	Invitation	78,071	1,686	1,142	540
29.03.2016	Invitation	11,051	437	338	216
30.03.2016	Exhibition news	40,710	686	189	112
30.03.2016	Exhibition news	555	9	1	1
04.04.2016	Reminder	190,735	7,627	6,365	4,361
04.04.2016	Reminder	76,262	1,906	1,347	741
04.04.2016	Reminder	49,995	1,945	168	111
04.04.2016	Exhibition news	10,097	206	47	39
04.04.2016	Exhibition news	185	0	0	0
06.04.2016	2 nd day Reminder	80,459	1,878	1,403	968
06.04.2016	2 nd day Reminder	45,165	719	439	241
06.04.2016	2 nd day Reminder	57,363	1,300	83	51
07.04.2016	3 ^d day Reminder	47,908	680	71	45
Other		,	8,391	2,619	1,250
Total			79,824	46,076	23,481