

# **XPAI Experience Report**

## **Handelsblatt Media Group**

### **Summer Camp 2023**



# Executive Summary

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- **Diversity**
  - For the first time in the total camp series, we counted **more female** participants **than male** participants
- **Experience Score**
  - The overall experience score jumped to a new Summer Camp high (from 5,7 in 2022 to 6,5 in 2023)
- **Best Sessions**
  - The session with the best experience across genders and ages was the **Off the Record** session with Uli Hoeneß and Sebastian Matthes followed by the **Podcast** with Dr. Dietrich Grönemeyer
- **Feedback**
  - Xpai analysed **1.426.389 facial expressions** in two days – in other words every 20 seconds a participant gave us feedback about how he likes the event



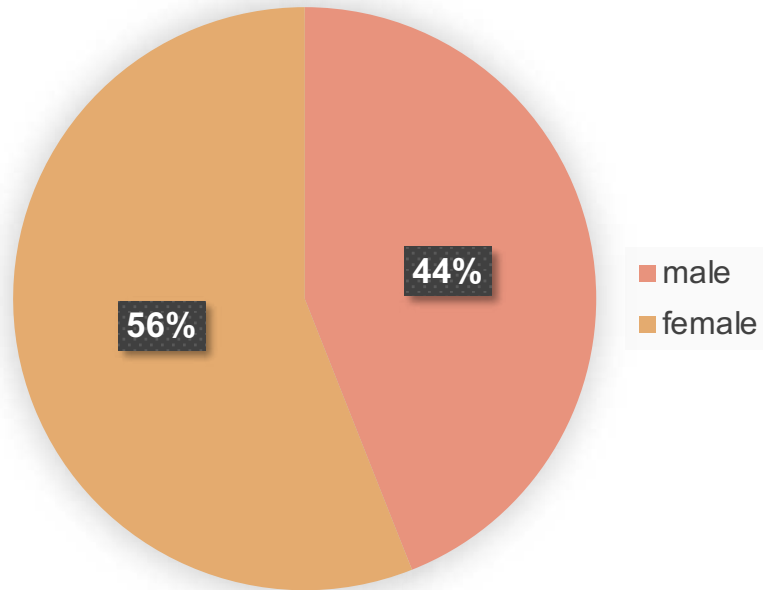
Try to beat  
← XPAI

### Are you better than XPAI?

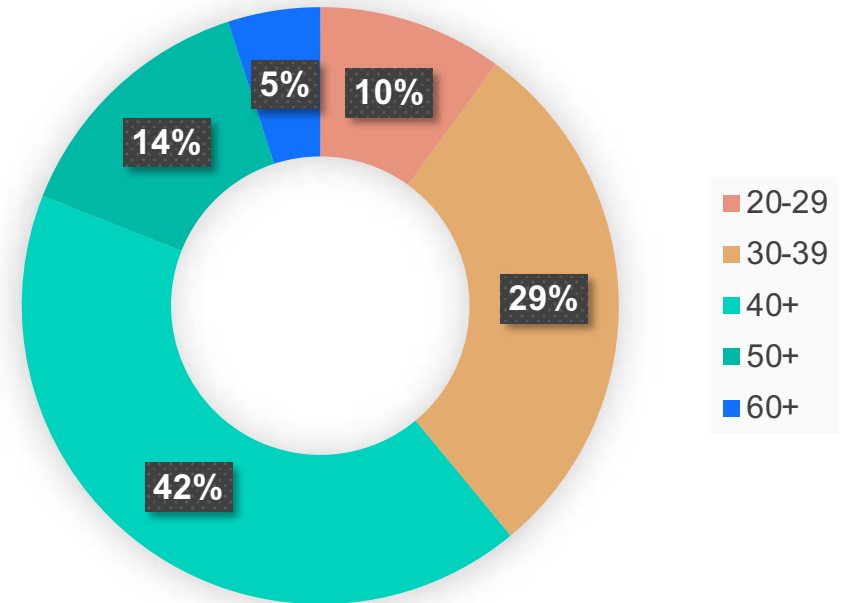
In case you missed the AI game during the intro session or you simply want to re-try playing the game with your colleagues, here's the QR code to play again.

# Gender and Age Overview

### Gender Split

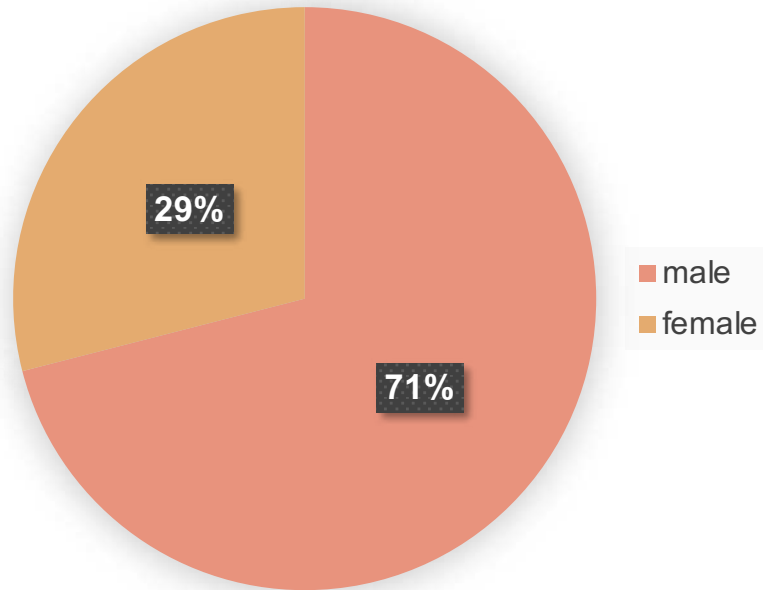


### Age Split

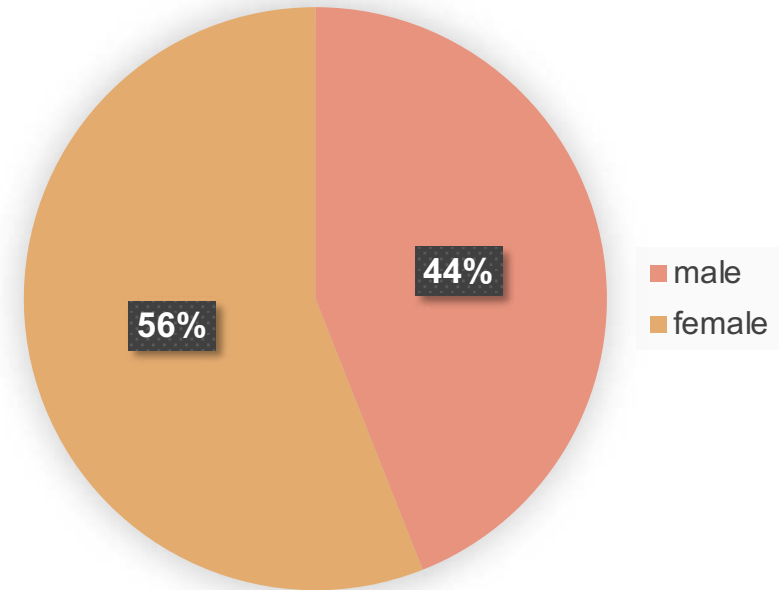


## Comparison 2022 vs. 2023

### Gender Split 2022

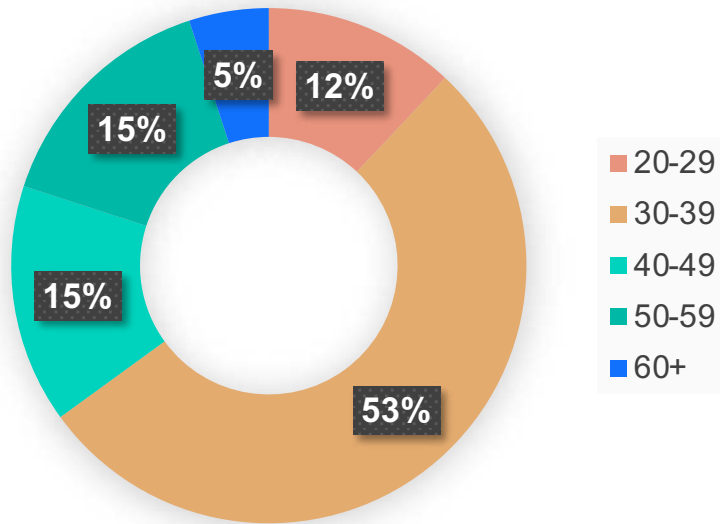


### Gender Split 2023

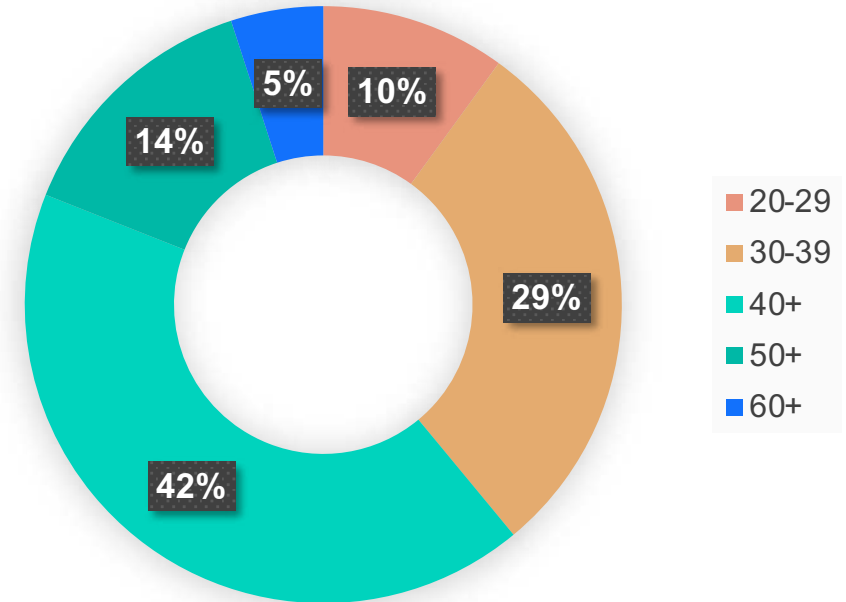


# Comparison 2022 vs. 2023

### Age Split 2022



### Age Split 2023



# Experience Overview by Gender and Age

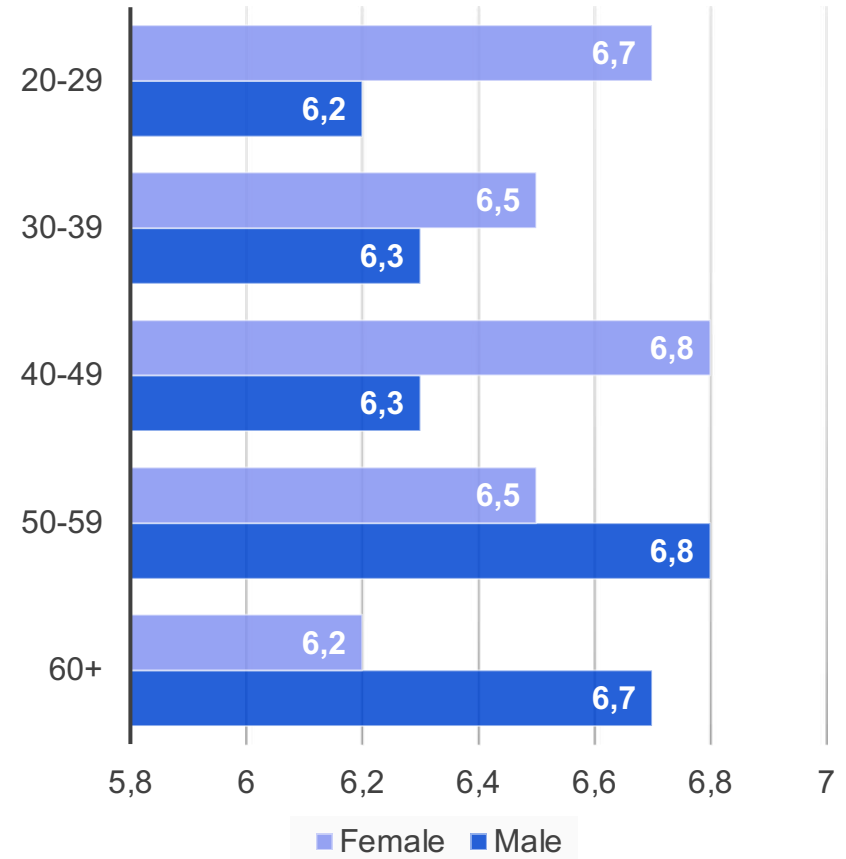
### Male Score



### Female Score

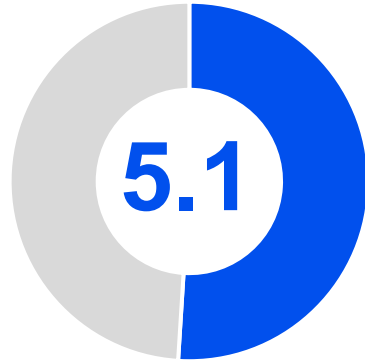


### Experience Score by Age



# Comparison 2022 vs. 2023

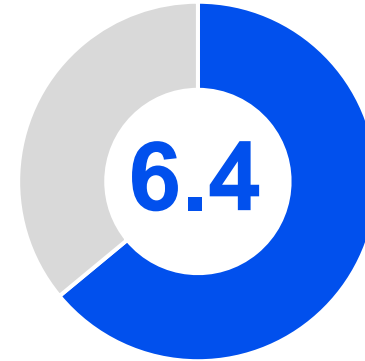
Male Score 2022



Female Score 2022



Male Score 2023



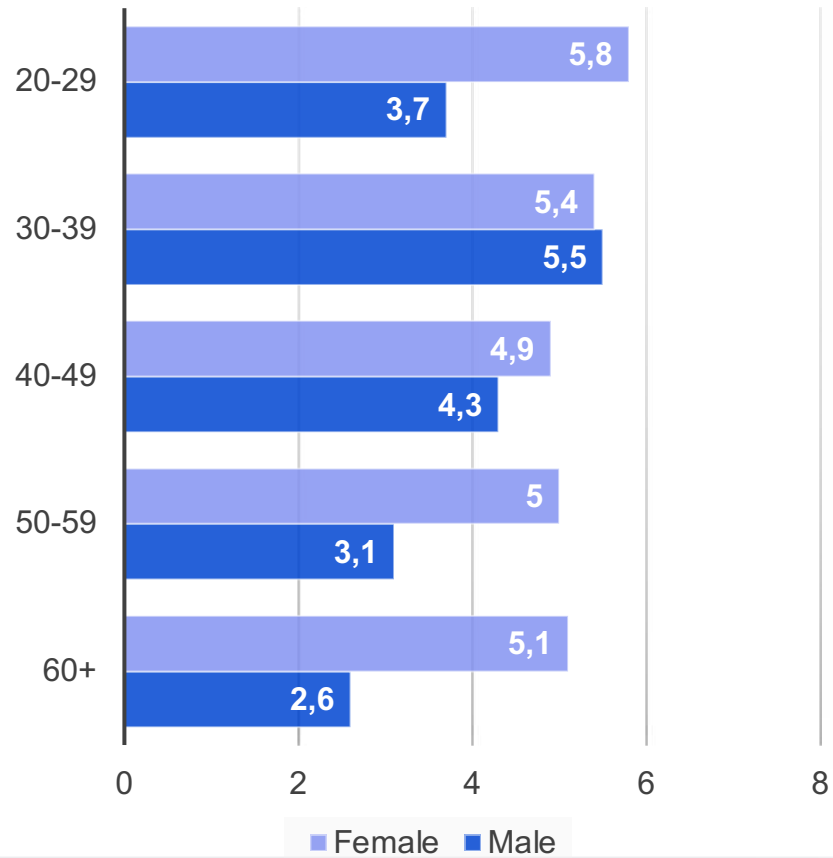
Female Score 2023



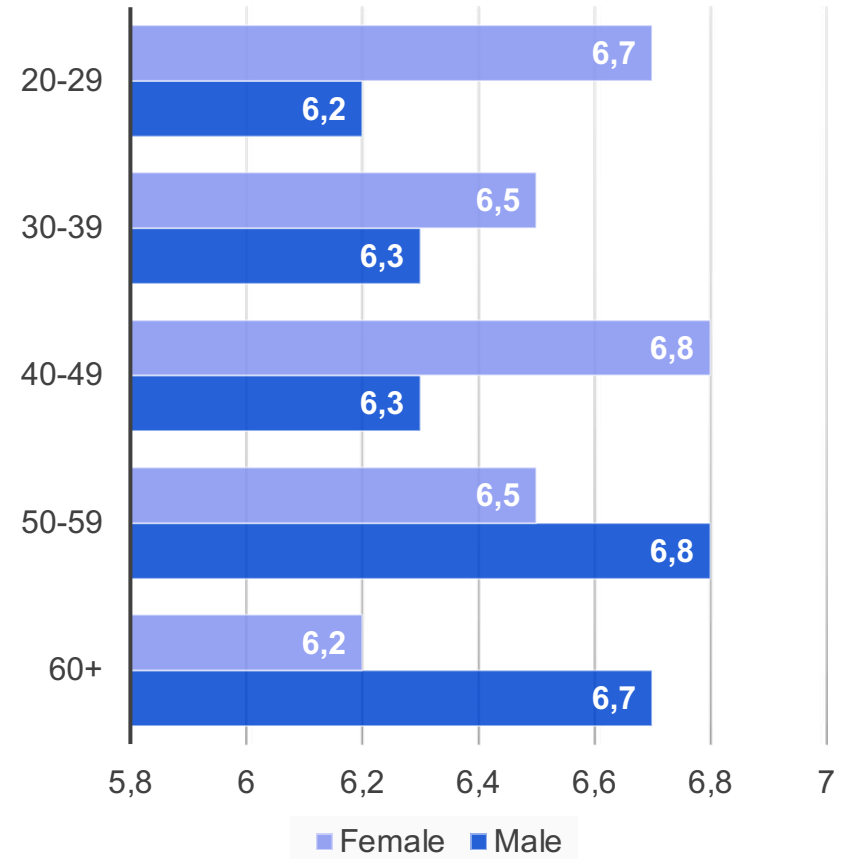


# Comparison 2022 vs. 2023

### Experience Score by Age 2022



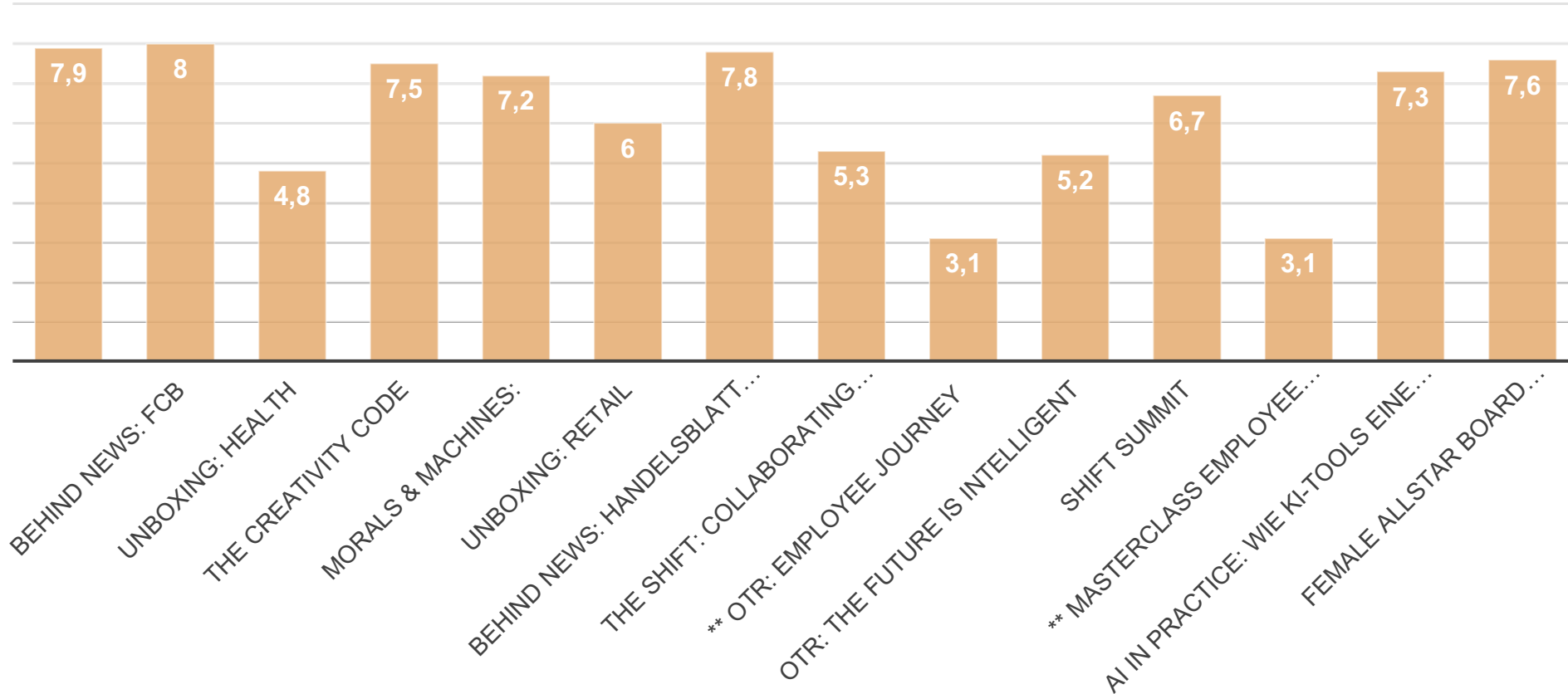
### Experience Score by Age 2023



30.08.2023

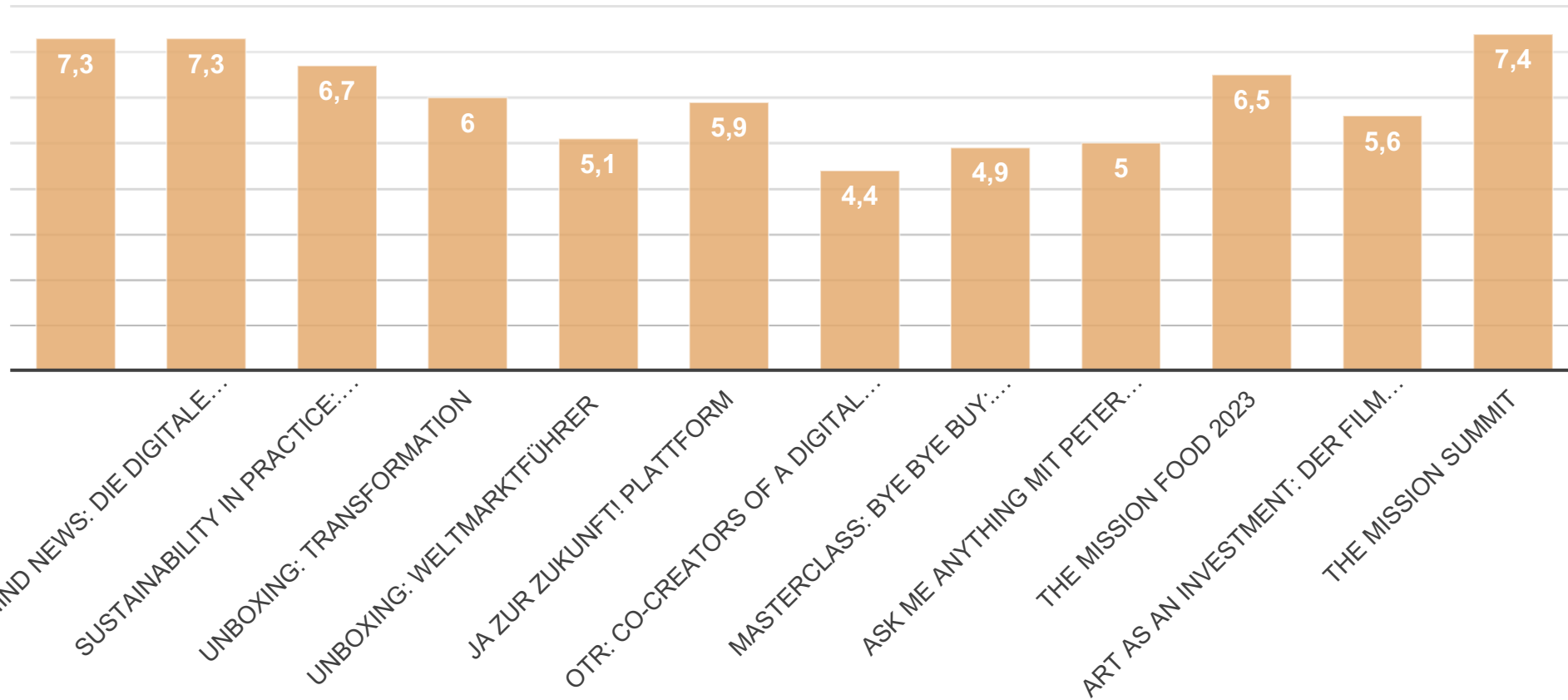
### Experience Score by Session

\*\* - Aufgrund der Aufstellung der Sitzgelegenheiten ist der Score nur bedingt vergleichbar



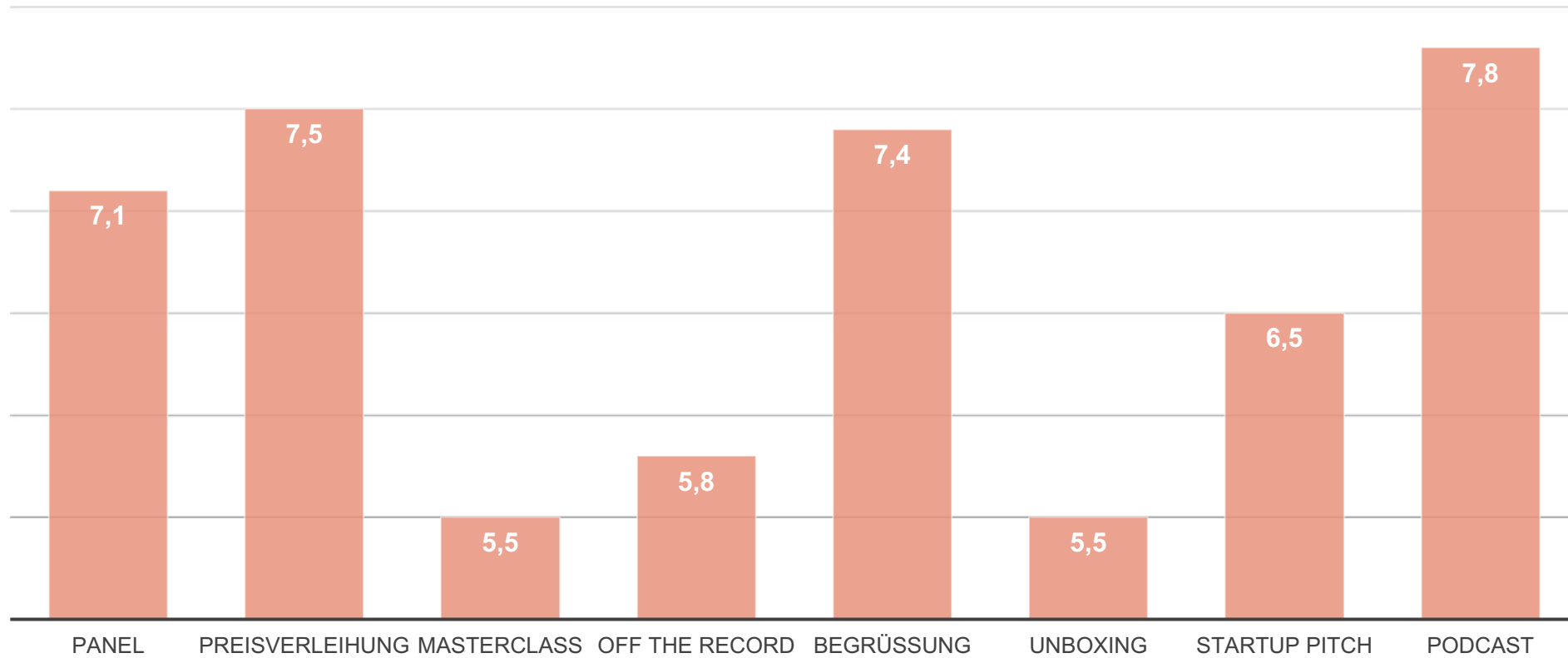
31.08.2023

### Experience Score by Session



## Session Type Experience

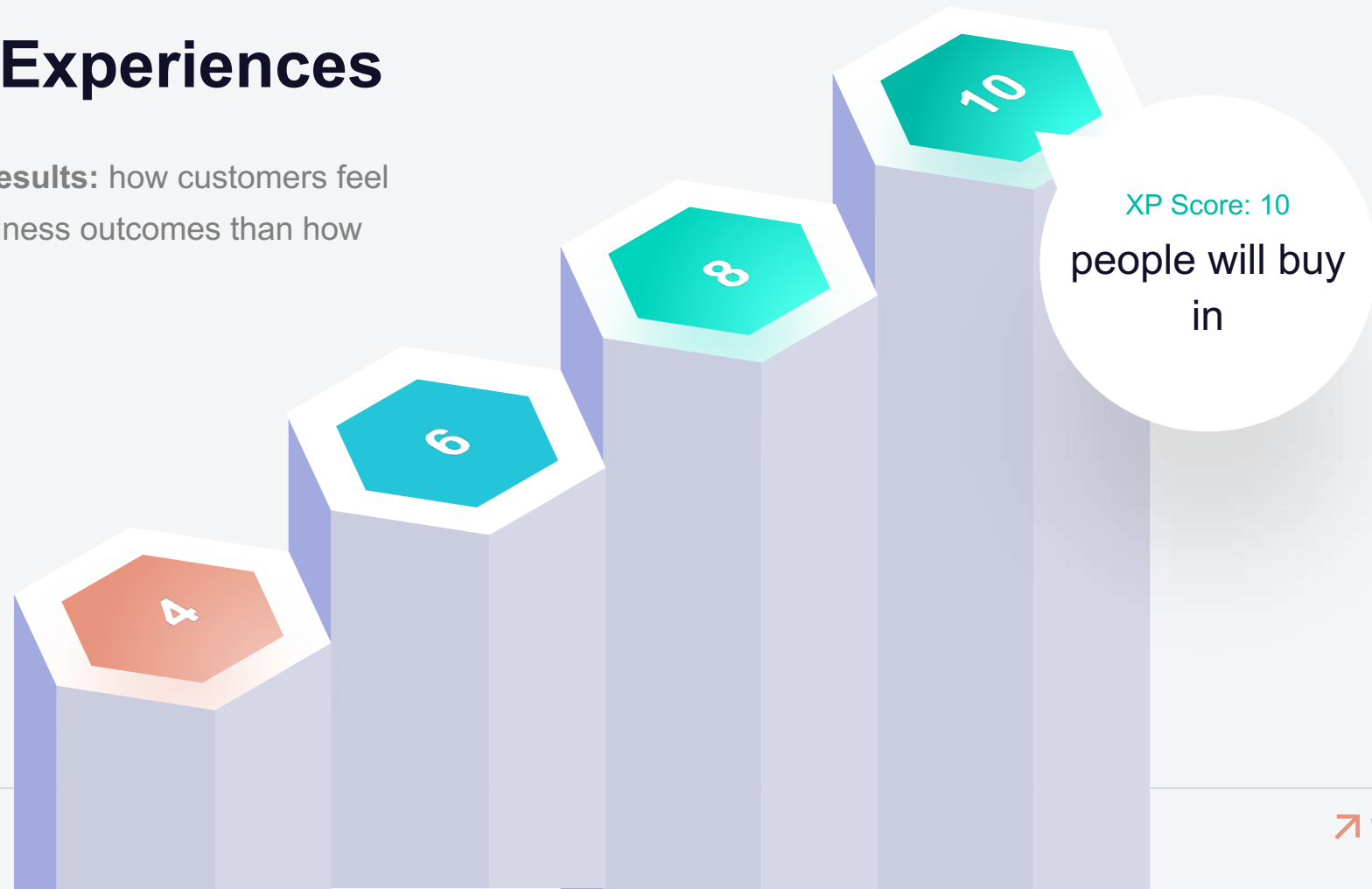
Experience Score by Session Type



## XP Score: The Measurement Standard for Experiences

**emotions drive business results:** how customers feel has a greater impact on business outcomes than how they think (3x the impact)

Forrester Consulting Research Study



# emotions drive decisions.

## 3x more impact

Research shows that people's emotional reaction to an advertisement has a much bigger effect on their declared intention of purchasing a product than the ad's content



## 23% more sales

Studies reveal that ads with the best emotional response generate a 23% lift in sales volume compared to all ads of the same brand.





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