

# **XPAI Experience Report**

## **Handelsblatt Media Group**

### **Winter Camp 2023**



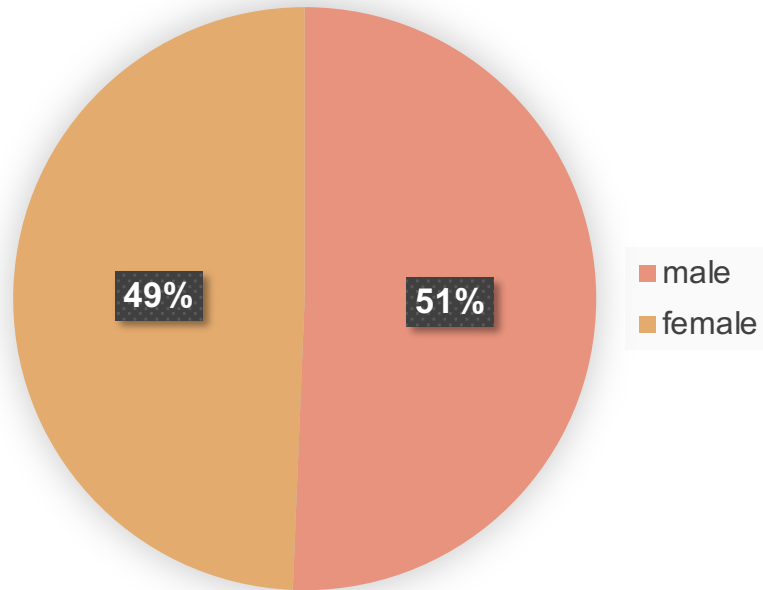
# Executive Summary

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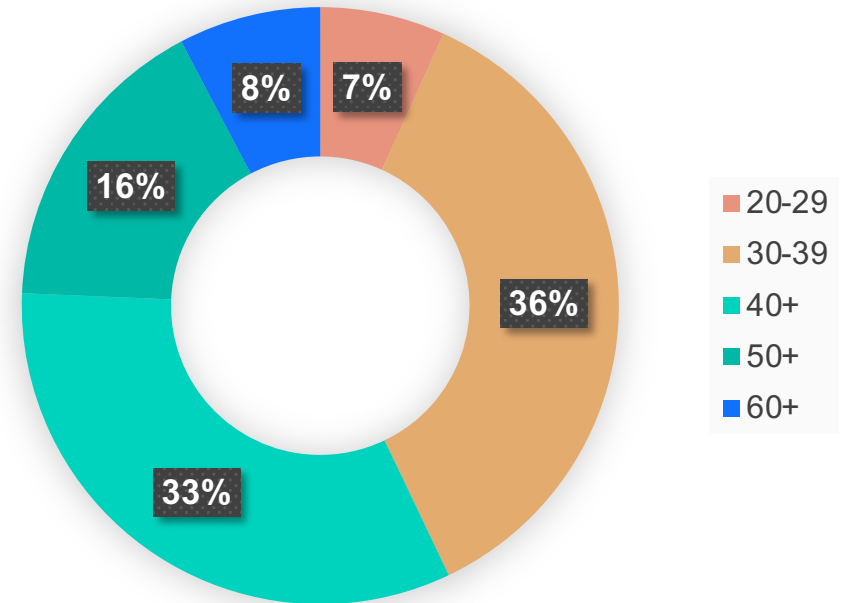
- **Diversity**
  - We counted a nearly perfect even split of **female** and **male** participants.
- **Experience Score**
  - The overall experience score jumped to a new Winter Camp high (from 5 in 2022 to 8.1 in 2023)
- **Best Sessions**
  - The session with the best experience across genders and ages was the **Retail Circle SteerCo Meeting** session, followed by the **Cyber Crisis Simulation** session.
- **Feedback**
  - XPAI analysed **714.440 facial expressions** – in other words we received **feedback by 24 participants every second** of the event

# Gender and Age Overview

### Gender Split

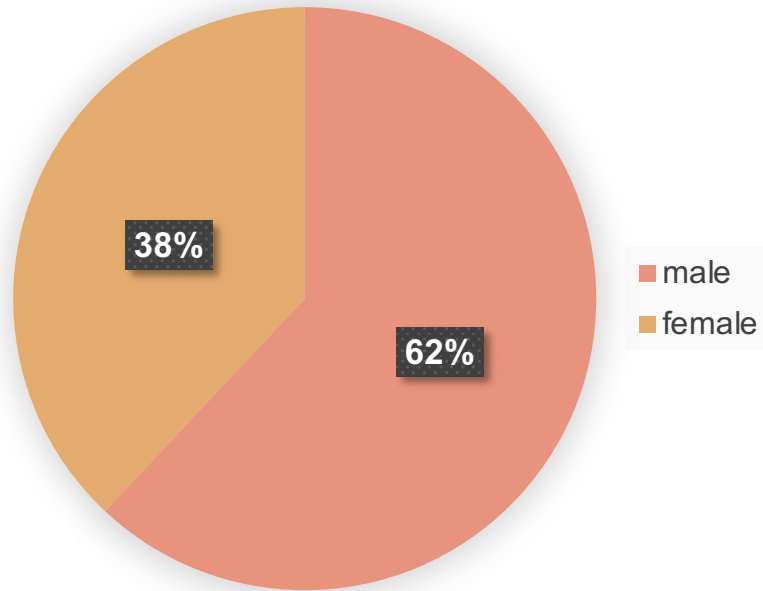


### Age Split

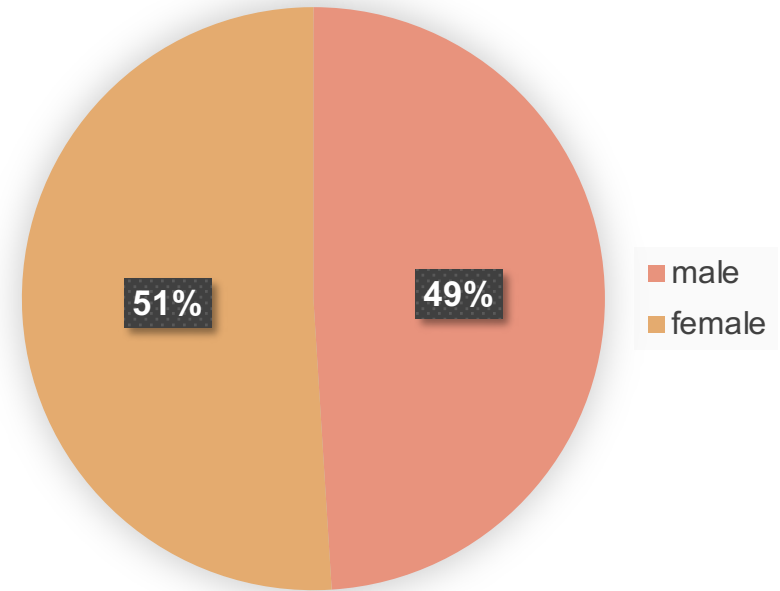


# Comparison 2022 vs. 2023

### Gender Split 2022

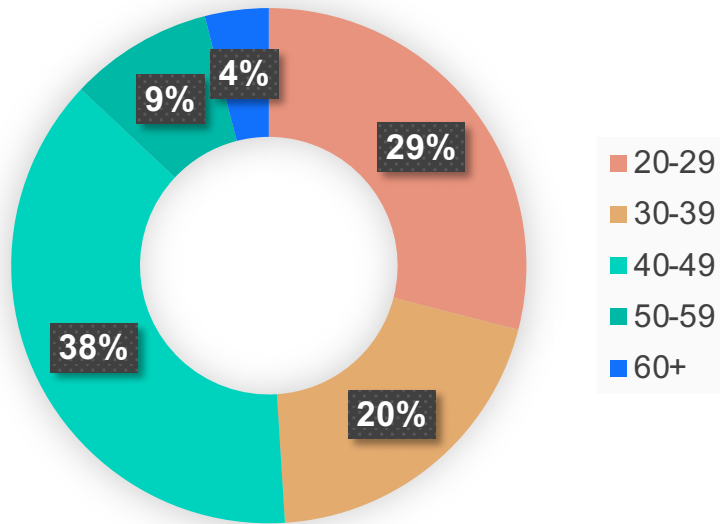


### Gender Split 2023

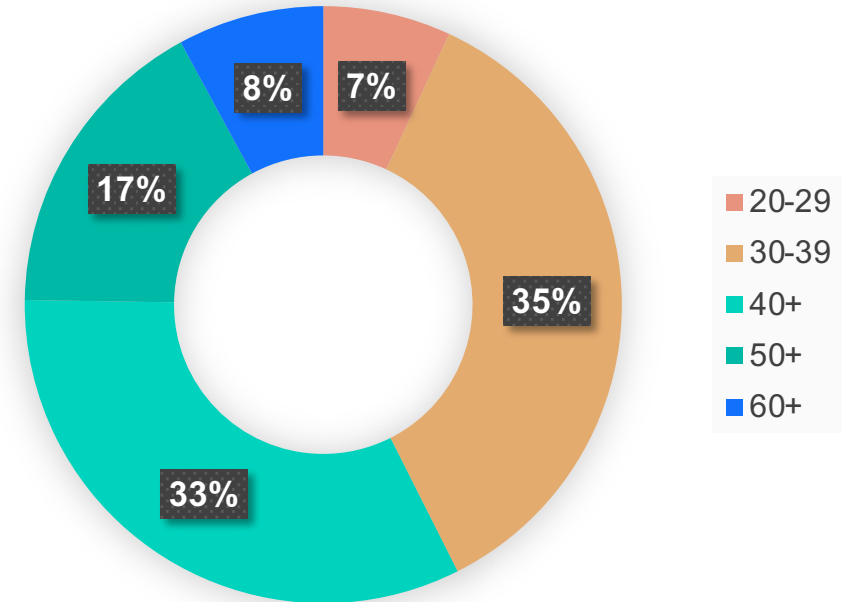


# Comparison 2022 vs. 2023

## Age Split 2022



## Age Split 2023



# Experience Overview by Gender and Age

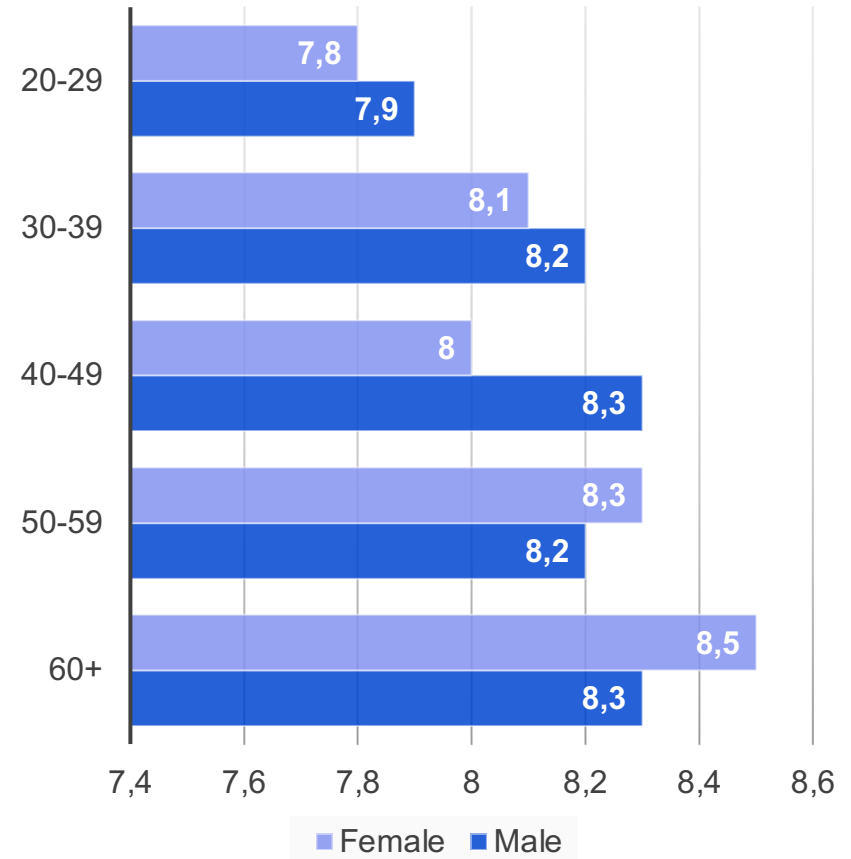
### Male Score



### Female Score

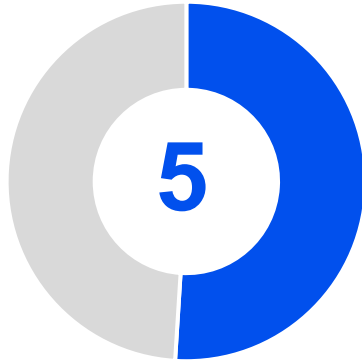


### Experience Score by Age



## Comparison 2022 vs. 2023

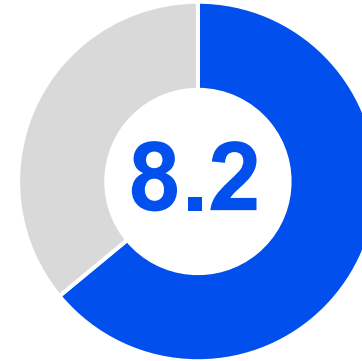
Male Score 2022



Female Score 2022



Male Score 2023

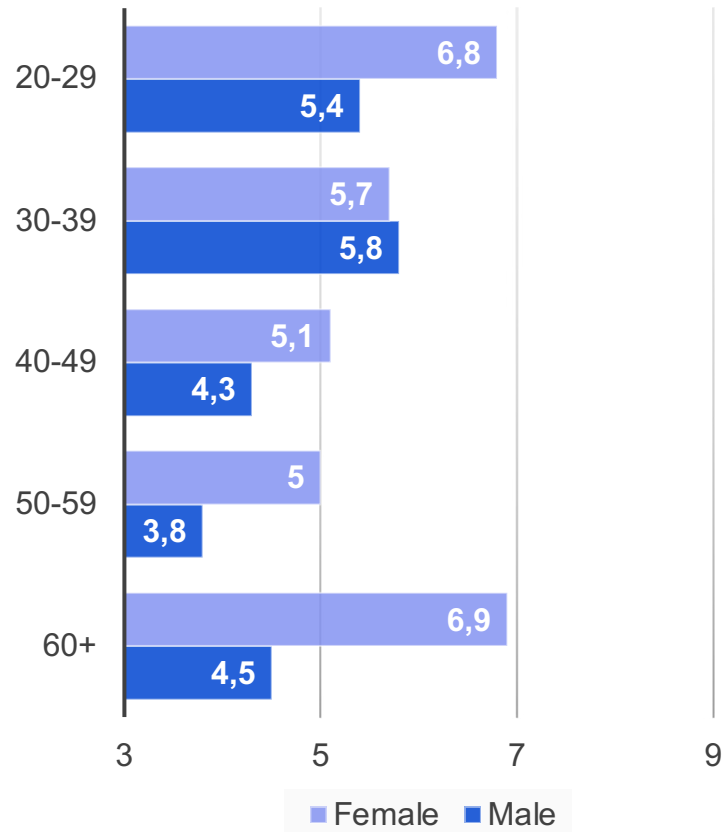


Female Score 2023

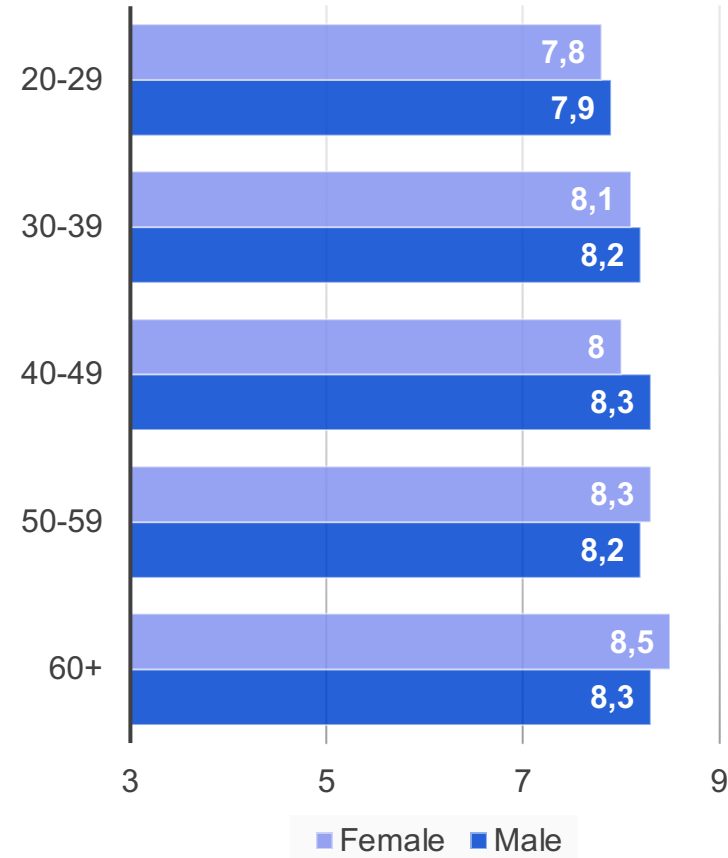


# Comparison 2022 vs. 2023

### Experience Score by Age 2022



### Experience Score by Age 2023





## Leaderboard Winter Camp 2023



### Retail Circle SteerCo Meeting

Experience Score: 9.7



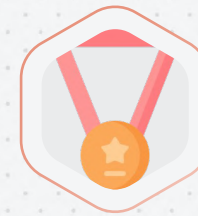
### Cyber Crisis Simulation

Experience Score: 9.2



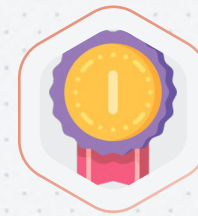
### Die CxO Agenda

Experience Score: 9.1



### The Future of Marketing

Experience Score: 8.9



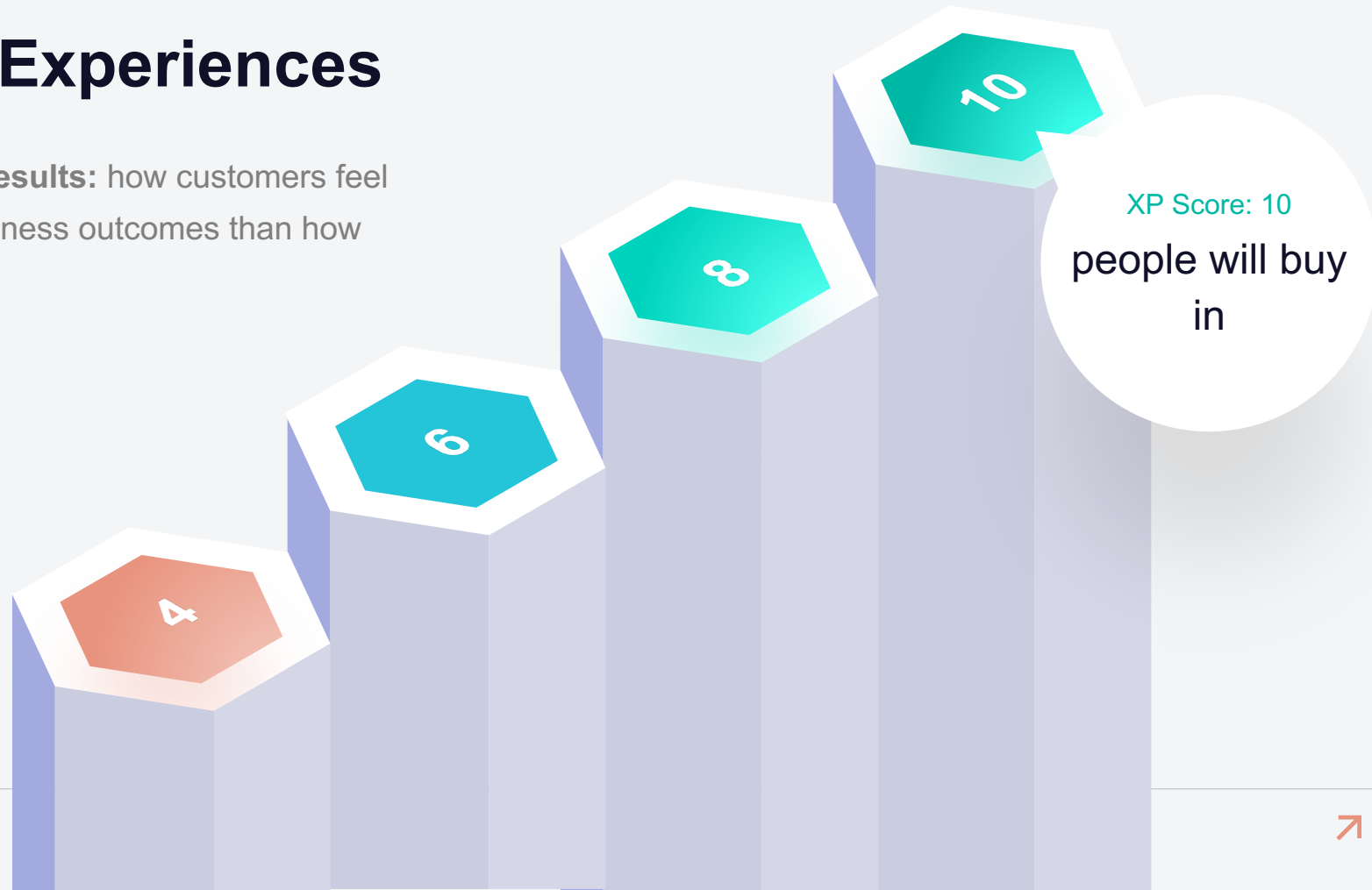
### Zukunft HR

Experience Score: 8.8

# 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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