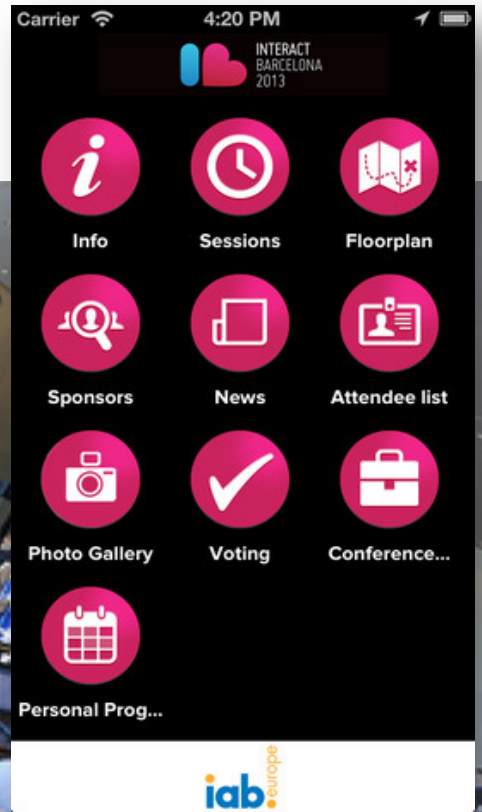


INTERACT
BARCELONA
2013



Conference app usage

Interact is the essential meeting-place where leading European advertisers, industry experts, agencies and media owners gather for digital insight, debate and inspiration in Barcelona. Interact is organised by IAB (Interactive Advertising Bureau) Europe.

480 attendees

79% of attendees used app

4.500 app sessions

19.050 app actions

Most popular content

1. Agenda with speaker sessions
2. Attendee list
3. Speaker bio's

Top push notifications sent

- Last minute announcements
- Promotion of sponsored sessions
- Promote social networking activities

