**Foresight Research** has documented the worth of auto shows for over a decade.

**How Did We Do At the Auto Shows?**

The question is often asked, we spent a lot of money at auto shows, how did we do? One thing you see at many displays are auto show personnel gathering leads on their tablets. That’s a great idea for follow up sales efforts, but not good for determining how effective was our display this year. Why, hand –raiser information is so incomplete.

Some companies try to match leads to sales. If you are doing that I am here to show you how much you are underestimating auto show effectiveness. Two factors play into this process

* What percentage of buyers who were shopping at the auto show were hand-raisers
* How long after the auto show did they buy

Only 36% of the folks who bought a car or truck after attending an auto show were hand-raisers. And, it made little difference if you were old or young or male or female. Wow… if you are using hand-raiser information as a yardstick for measuring auto show you are not getting a true measure of ROI. Hand-raiser information might be good for leads but not for measuring the value of auto shows! If you rely on hand-raiser counting, you are understating the value of auto shows by almost 3 times. I will say that again, auto shows are almost 3 times more powerful than you think.

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