

# ISH

digital

World's leading trade fair

HVAC + Water

22.–26.3.2021

## ISH digital in figures 2021



messe frankfurt

# ISH DIGITAL IN FIGURES 2021

**ISH**  
digital



**ard. 82,000**  
cumulative  
daily users



**6,617**  
accepted  
meetings



**33,400**  
confirmed  
contacts



**277 lectures**  
(live & on demand)  
with **62,000**  
viewers



**approx. 290**  
hours **streaming**  
**runtime** in total



# ISH DIGITAL IN FIGURES 2021

## Number of visitors



**17,104** visitors  
from **127** countries

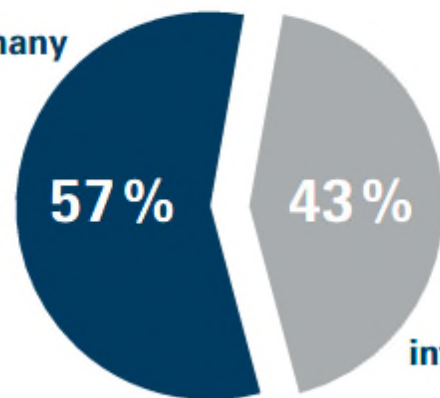
## Number of exhibitors



**373** exhibitors (55% international)  
**4,906** exhibitor representatives  
from 30 countries

## Origin of visitors

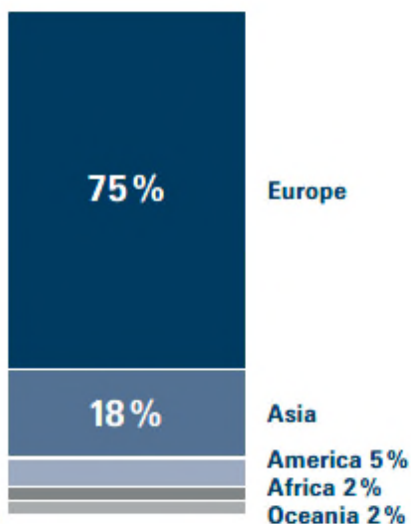
Germany



international



(Rounding differences)



Europe

Asia

America 5 %  
Africa 2 %  
Oceania 2 %

## Top Ten visitor countries

- |    |  |                             |     |  |                             |
|----|--|-----------------------------|-----|--|-----------------------------|
| 1. |  | <b>Italy</b><br>(503)       | 6.  |  | <b>China</b><br>(276)       |
| 2. |  | <b>Switzerland</b><br>(362) | 7.  |  | <b>Netherlands</b><br>(265) |
| 3. |  | <b>Poland</b><br>(349)      | 8.  |  | <b>Japan</b><br>(243)       |
| 4. |  | <b>India</b><br>(314)       | 9.  |  | <b>Belgium</b><br>(239)     |
| 5. |  | <b>Austria</b><br>(290)     | 10. |  | <b>Spain</b><br>(237)       |



# ISH DIGITAL IN FIGURES 2021

## Visitor structure



**18 %**  
Skilled trades



**14 %** Retail and  
wholesale trade



**35 %**  
Industry



**16 %** Engineering/  
planning office/  
(interior) architects



**7 %** Building  
and energy  
services

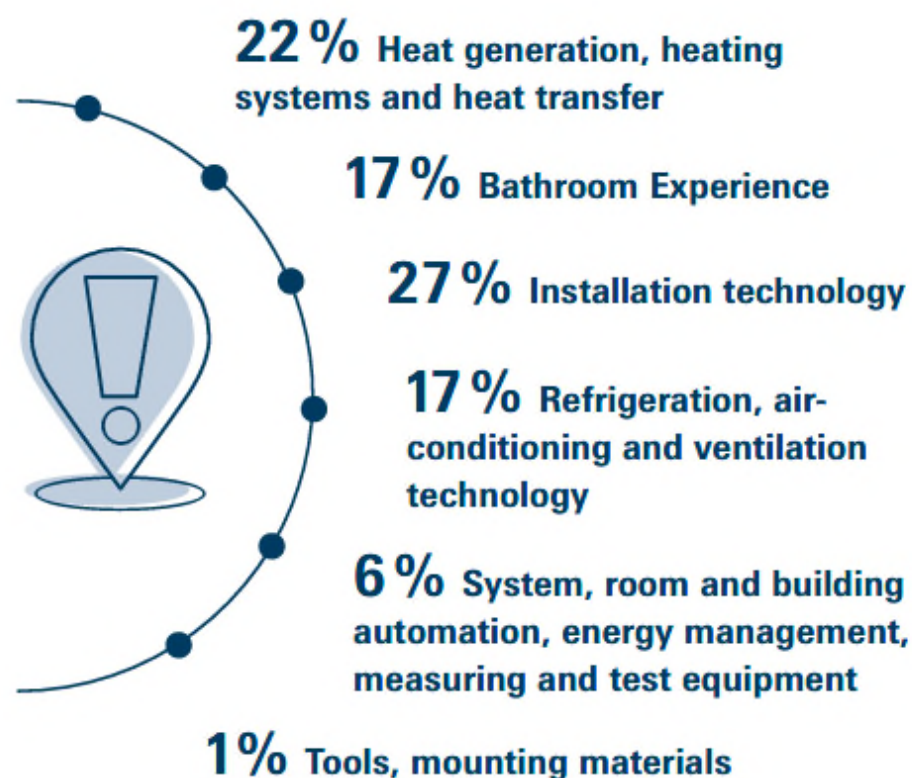


**3 %** Local  
authorities/  
municipalities



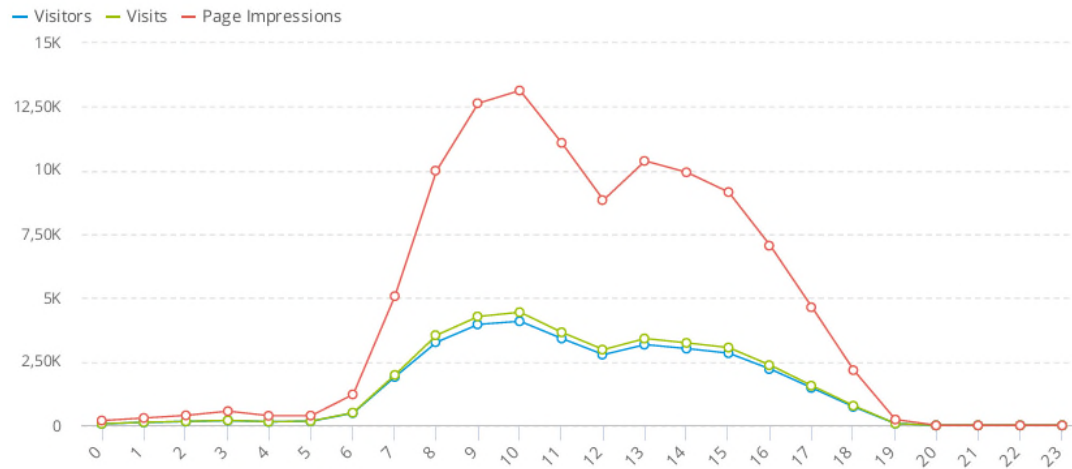
**7 %**  
Other

## Interest in the offer



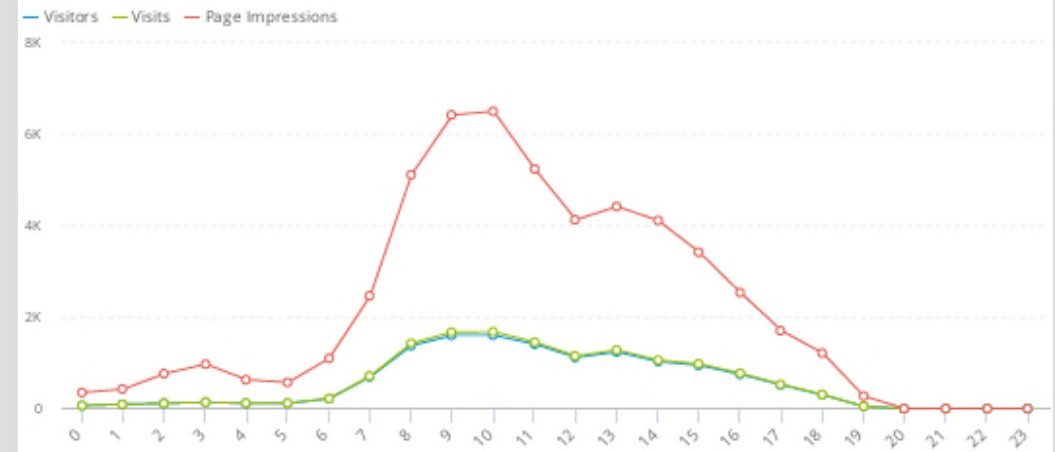
# ISH DIGITAL IN FIGURES 2021

## Traffic ISH digital Plattform – 22 March 2021



**Total Visitors:** 17.683  
**Total Visits:** 33.501  
**Total Page Impressions:** 107.714  
**Average Duration:** 7min 43 sec

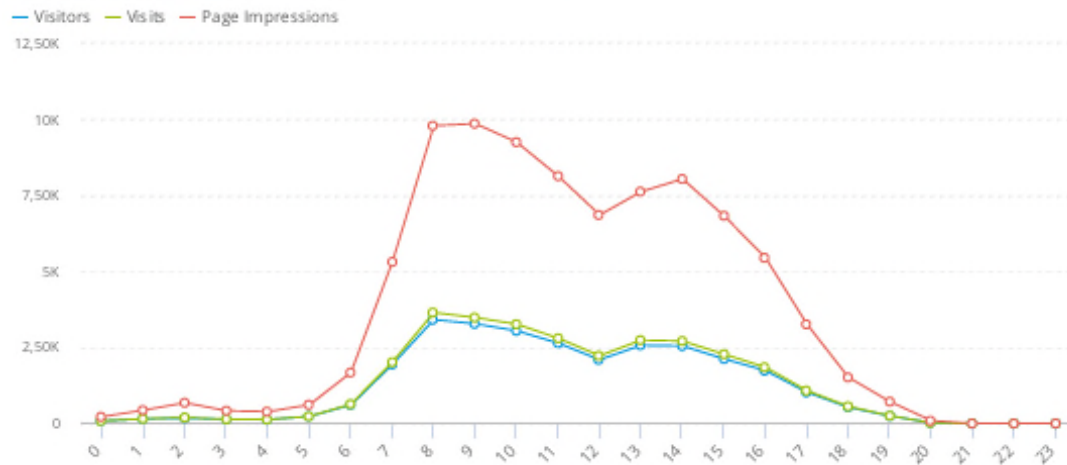
## Traffic ISH website – 22 March 2021



**Total Visitors:** 9.651  
**Total Visits:** 12.859  
**Total Page Impressions:** 52.383  
**Average Duration:** 7min 06 sec

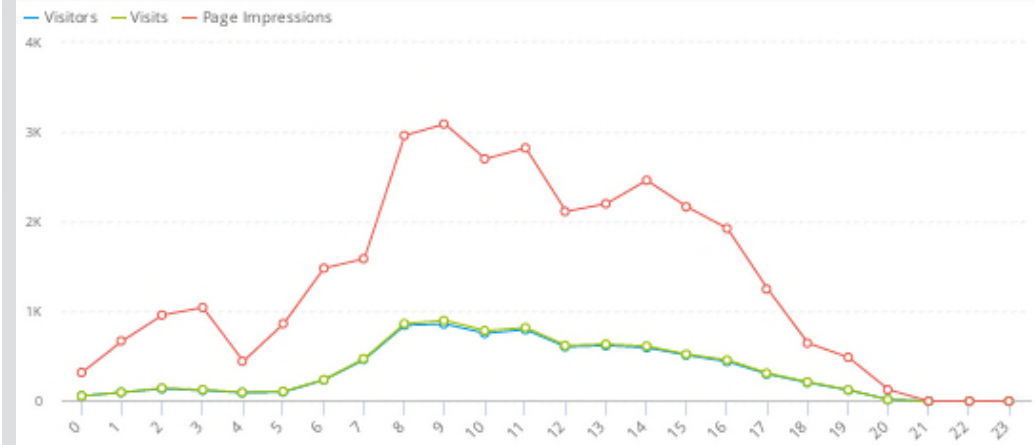
# ISH DIGITAL IN FIGURES 2021

## Traffic ISH digital Plattform – 23 March 2021



**Total Visitors:** 15.289  
**Total Visits:** 28.204  
**Total Page Impressions:** 87.282  
**Average Duration:** 6min 48 sec

## Traffic ISH website – 23 March 2021

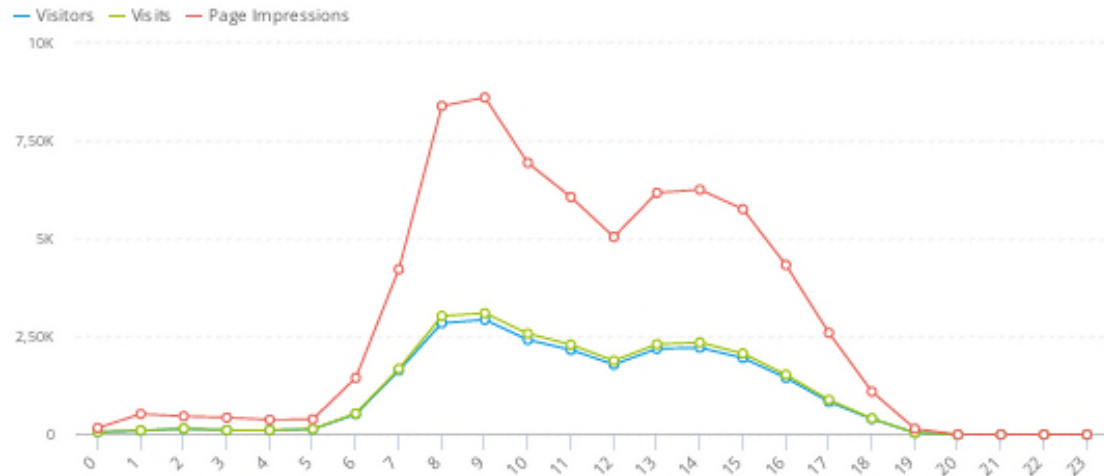


**Total Visitors:** 5.938  
**Total Visits:** 7.573  
**Total Page Impressions:** 32.379  
**Average Duration:** 7min 10 sec



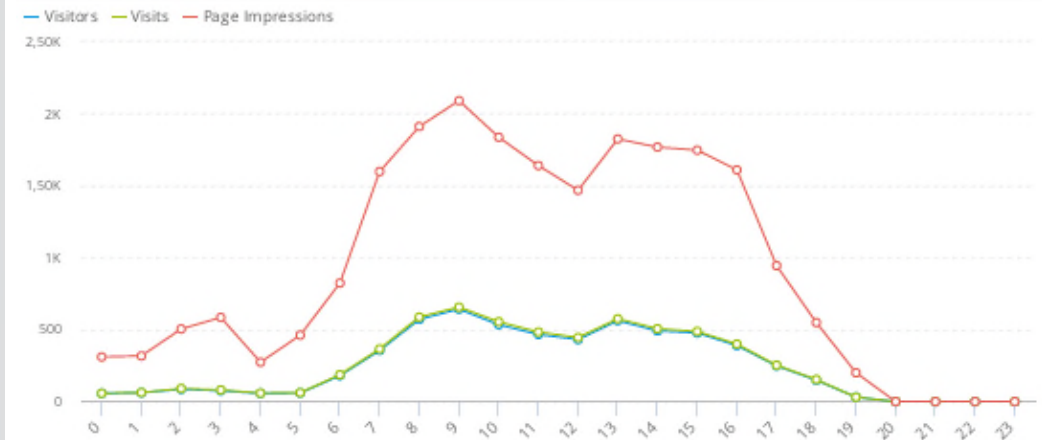
# ISH DIGITAL IN FIGURES 2021

## Traffic ISH digital Plattform – 24 March 2021



**Total Visitors:** 13.214  
**Total Visits:** 23.612  
**Total Page Impressions:** 69.506  
**Average Duration:** 6min 10 sec

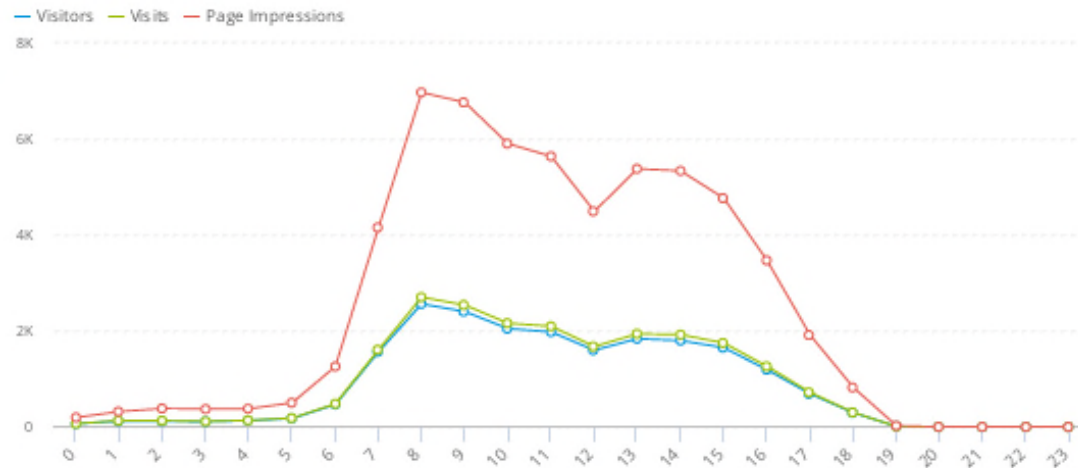
## Traffic ISH website – 24 March 2021



**Total Visitors:** 4.505  
**Total Visits:** 5.627  
**Total Page Impressions:** 22.480  
**Average Duration:** 6min 51 sec

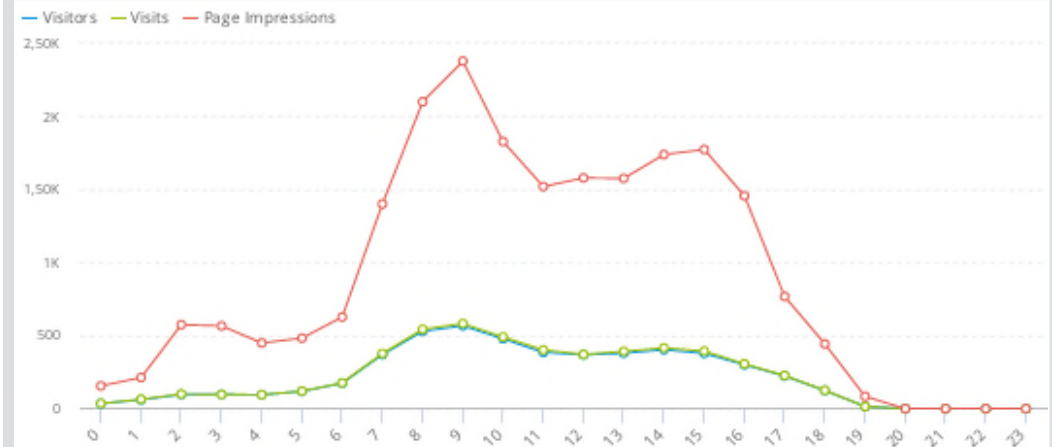
# ISH DIGITAL IN FIGURES 2021

## Traffic ISH digital Plattform – 25 March 2021



**Total Visitors:** 11.705  
**Total Visits:** 20.527  
**Total Page Impressions:** 59.098  
**Average Duration:** 5min 37 sec

## Traffic ISH website – 25 March 2021

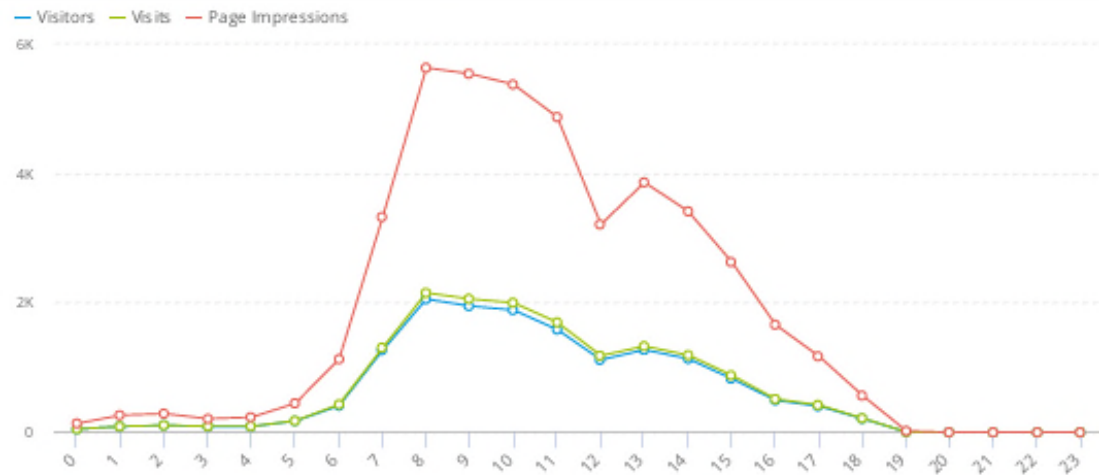


**Total Visitors:** 3.952  
**Total Visits:** 4.885  
**Total Page Impressions:** 21.731  
**Average Duration:** 7min 34 sec



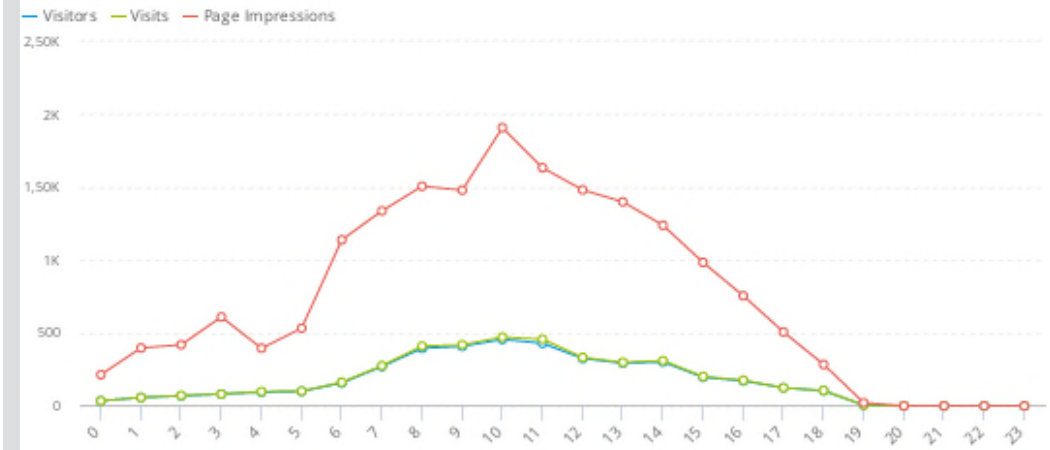
# ISH DIGITAL IN FIGURES 2021

## Traffic ISH digital Plattform – 26 March 2021



**Total Visitors:** 9.051  
**Total Visits:** 14.907  
**Total Page Impressions:** 44.087  
**Average Duration:** 5min 46 sec

## Traffic ISH website – 26 March 2021



**Total Visitors:** 3.076  
**Total Visits:** 3.829  
**Total Page Impressions:** 18.267  
**Average Duration:** 8min 01 sec

# ISH DIGITAL IN FIGURES 2021

## Top 10 Pages – ISH digital Platform (8.3. – 30.4.2021)

	Page	Impressions	Duration (Average)
1	Start Page	159.456	2 min 02 sec
2	Registration / Login-Page	106.046	1 min 02 sec
3	Exhibitor Section – Teams – Inbounds Leads	41.848	3 min 02 sec
4	Conference Program	32.540	2 min 05 sec
5	Interested in me	17.701	1 min 44 sec
6	Edit Profile	15.691	2 min 32 sec
7	Exhibitor Section – Teams – Start Page	19.393	2 min 44 sec
8	My Schedule	11.010	2 min 24 sec
9	Networking	10.652	2 min 12 sec
10	Exhibitor Section – Teams – Company-Chat	4.986	3 min 19 sec

# ISH DIGITAL IN FIGURES 2021

## Top 10 Pages – ISH Website (1.1. – 30.4.2021)

	Page	Impressions	Duration (Average)
1	ISH Contactor – Exhibitor Search	134.438	0 min 55 sec
2	Start Page	95.043	1 min 40 sec
3	Planning & Preparation	15.385	1 min 47 sec
4	Information for exhibitors	10.803	2 min 15 sec
5	Events	9.273	2 min 12 sec
6	Top-Themes	5.237	1 min 48 sec
7	Installers / Skilled Trades	5.091	2 min 35 sec
8	ISH Exhibitors Registration	4.176	3 min 04 sec
9	FAQ	3.913	5 min 36 sec
10	Profile of ISH	3.700	2 min 08 sec



# ISH DIGITAL IN FIGURES 2021

## Results Visitor Newsletter

	Betreff	Datum
1	ISH 2021 becomes digital	22.09.2020
2	ISH digital to focus on matchmaking and lead generation	30.10.2020
3	Fuel Cell 4.0: Chances for our buildings	19.11.2020
4	The ISH Contactor is online – see now who is taking part in March	25.01.2021
5	With the focus on future-oriented themes – ISH digital sets new impulses	05.02.2021
6	First class, informative, topical – the ISH digital programme of events	24.02.2021
7	The ISH digital 2021 platform is open	11.03.2021
8	Save the Date: ISH digital Pre-Event on 17 March	15.03.2021
9	On Monday starts ISH digital 2021	18.03.2021
10	ISH digital 2021 – no lip service, but solutions ...	26.03.2021
11	ISH digital goes into an extension	30.03.2021

### Subscription:

- 15.442 Total
- 7.964 German
- 7.478 English



**Opening  
Rate 35%**

# ISH DIGITAL IN FIGURES 2021

## Social Media Activities



103.539 Fans



2.061 Follower



490 subscribers



9.849 Follower

## Date 22 – 26. March 2021



- 33.222 reached contacts
- 857 Interactions
- 51 Posts



- 27.583 Impressions
- 1.883 Interactions
- 71 Posts



- 130.730 views



- 109.132 Impressions
- 1.346 Interactions
- 109 Tweets / Retweets