



MarkitMakr

Informa's MarkitMakr platform has created Natural Products Connect, a digital product directory which is part of Informa Markets' Health and Nutrition portfolio

It has several features for visitors and exhibitors alike, including:

- Label capture technology, which analyses product labels at the show for key criteria, allowing for enhanced search through our product database
- Visitors can make a 'Favourites List' of exhibitors and products which they'd like to visit at the show, to help them maximise their time on the show floor
- Advanced analytics for exhibitors allow them to identify customer behaviours, generate quality leads and arrange to meet key potential customers at the show, all on one platform

Over 8 Mins spent on the platform per visit

Over 10,000 leads generated during NPC 1st event cycle – March 2019

1.9M page views from 130k visitors, average of 15 page views per visit

Fixed and enhanced pricing model

Free for visitors

7000+ Products uploaded by exhibitors and content team

