

Revolutionise your Lead Retrieval

An easy way to convert connections into new
business partnerships

What is Lead Retrieval?

Events are about making connections, generating prospects and driving your business forward. With our lead retrieval feature you can capture the information of every prospective client who visits your stand and never miss a lead again.

At previous events exhibitors using the platform and app generated over 250% more leads

- Scan attendee badges onsite with the app to capture their contact details.
- Qualify your leads by adding filters and your own notes.
- Download your unique company and product QR codes and add them to your marketing materials. Anyone who scans your codes will be added to your list of leads.
- Post show, download your leads onto a spreadsheet to share with your entire team for those crucial follow up calls.



- ● “I’m using the app extensively this year for scanning badges, and my favourite part is taking notes on it so that I don’t miss out any important takeaways from each meeting.”

**Allison Matusick, Global Accounts Director, Pharmaceutical Technologies,
Corning**

What are the benefits?



Say goodbye to binders: reduce admin time as everything is digitalised. No paperwork means you can focus on the connection with your potential new partners and clients.



Don't miss a connection again: your entire show team onsite can download the app and scan attendee badges during the event



Maximise visibility onsite: Add unique QR codes to your stand and marketing materials. Every visitor that scans them will be captured as a lead for your company.



Capture all the info in one place: add notes, use tags so you and your team can easily follow up on all leads post event.



Get business done faster: downloaded your leads in one, or several spreadsheets, and share them with your sales team before you've even left the venue



Be more sustainable: ditch paper and start using the app to generate less waste.

- ● “We’re a team of four people, each responsible for a different market. When we individually use the app to scan contacts, it’s great that we can collate everything at the end of the day into one list we can use.”

Werner Binder, Key Account Manager, Heinlein Plastik-Technik

How does it work?

We know that navigating a new feature can be difficult. The next few slides will show you how to:

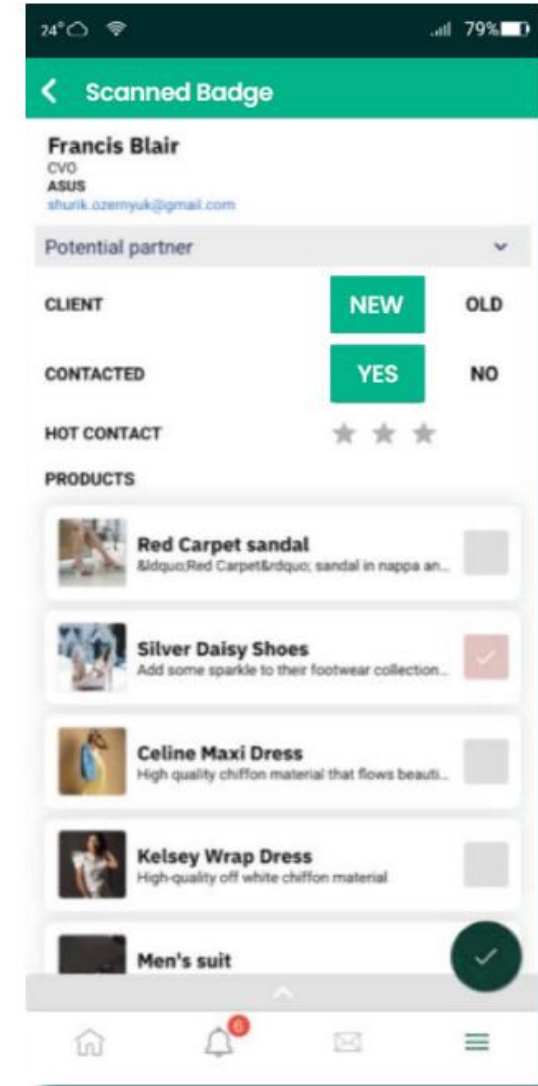
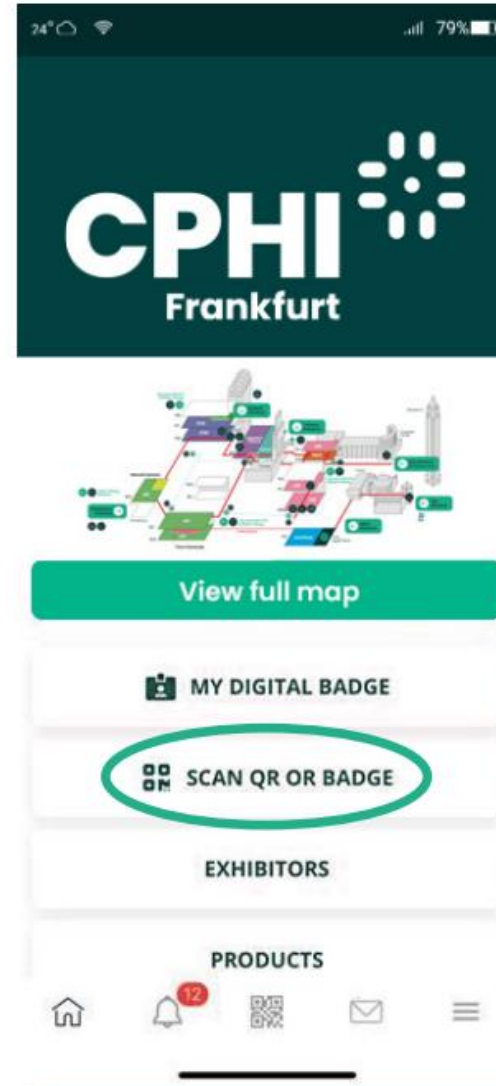
[Scan an attendee badge – Pg 7](#)

[Utilise your company and product QR codes – Pg 8 & 9](#)

[Download your leads – Pg 10](#)

Scan a badge

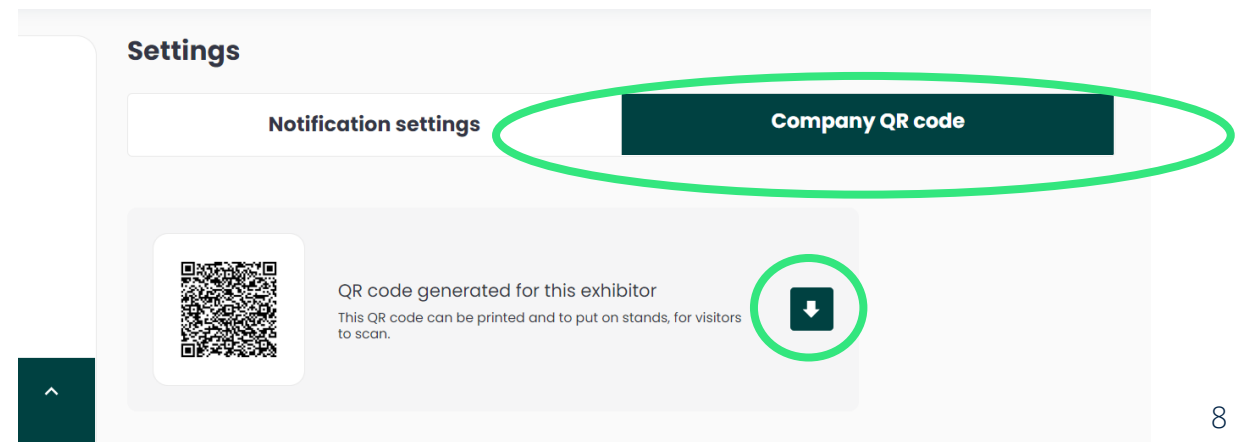
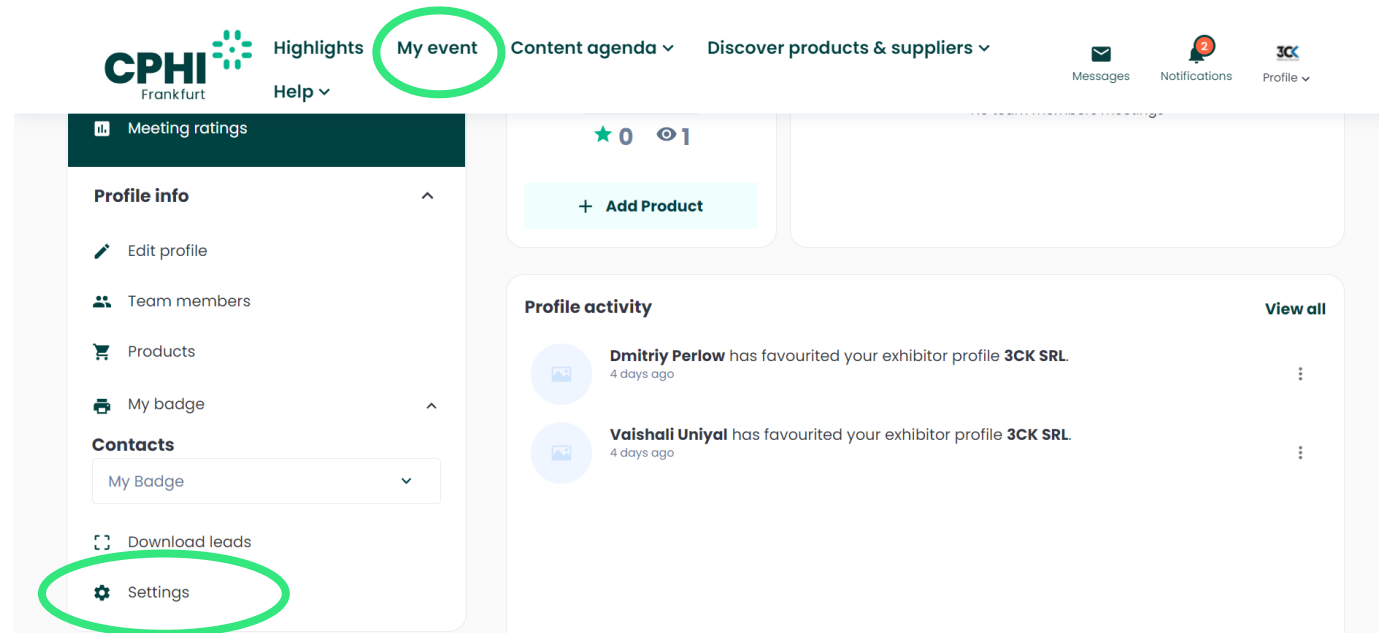
1. Log into the app and click Scan QR or Badge on the main screen.
2. Your camera will open, point it at the attendee's badge to automatically capture all of their data
3. Qualify your lead by answering our targeted questions on the next screen.
4. Add your own notes at the bottom.



Revolutionise your lead retrieval

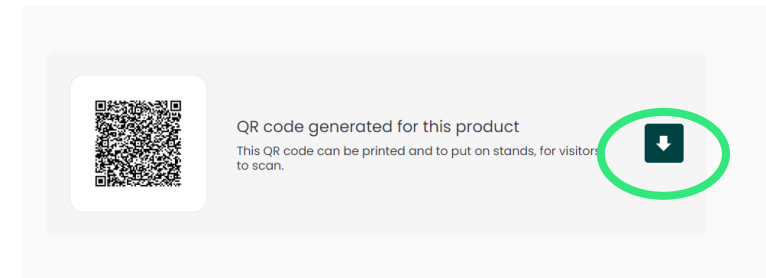
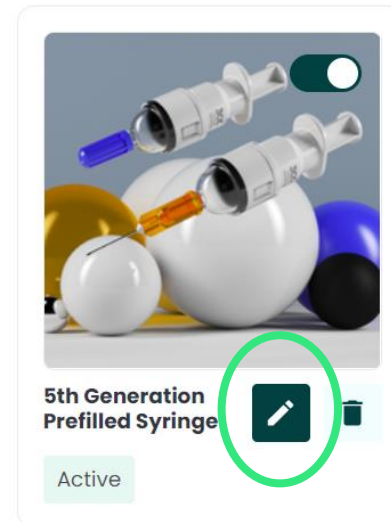
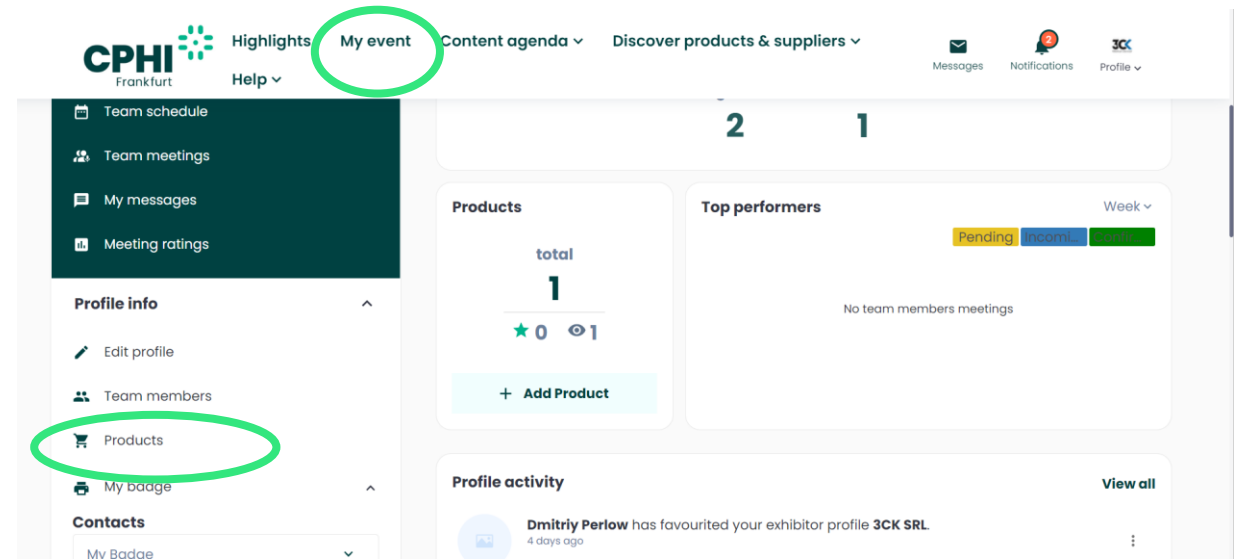
Find your company QR code

1. Log into the platform and make sure you are in your company profile.
2. Click on My Event in the top navigation bar.
3. Click on settings (you may have to scroll to the bottom of the page)
4. Click on 'Company QR code' and download your code by clicking the download icon.
5. Add your company QR code to your stand and marketing materials so that it can be scanned by attendees.



Find your product QR code

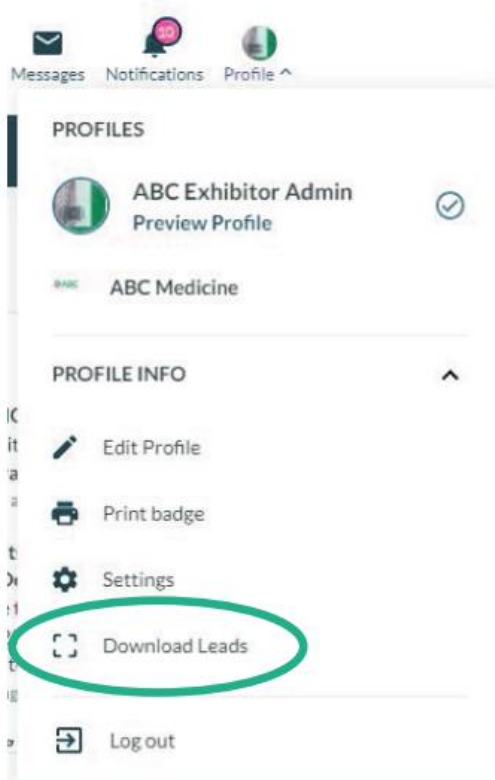
1. Log into the platform and make sure you are in your company profile.
2. Click on My Event in the top navigation bar then click on products.
3. Click on the edit icon displayed on your product card
4. Download your code by clicking the download icon
5. Add your product QR codes to your stand and marketing materials so that they can be scanned by attendees.



Revolutionise your lead retrieval

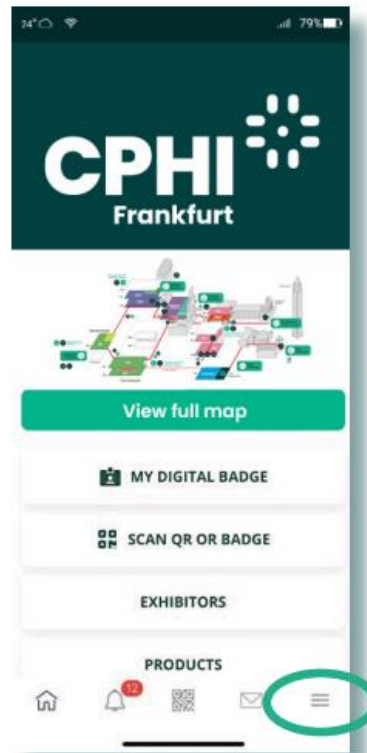
Download your leads

From your desktop:
Go to your profile and click download leads.

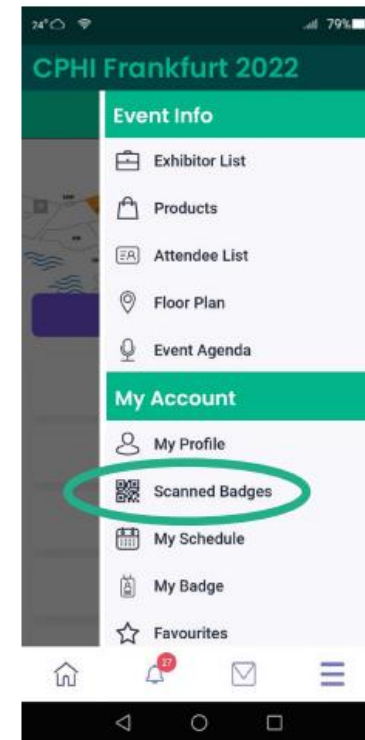


Revolutionise your lead retrieval

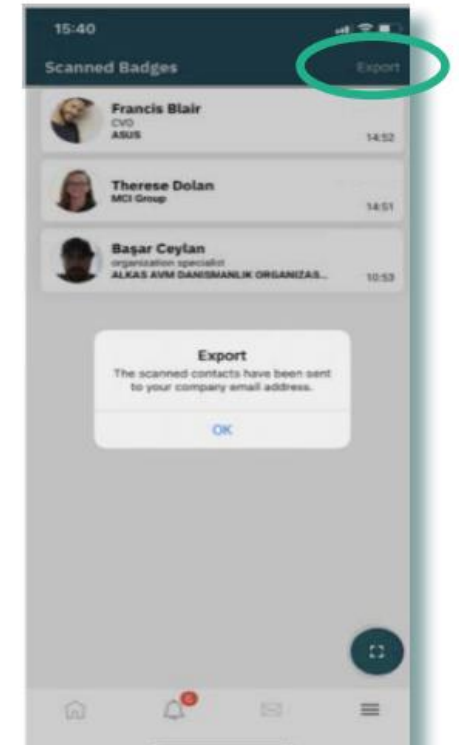
From your app:
1. Click the menu icon in the bottom right of your screen



2. Click on scanned badges



3. Click on export



Login to the platform today...

...to revolutionise your lead retrieval
and maximise your ROI.

Lead retrieval...

...made easy

Thank you

[Informa.com](https://www.informa.com)

