

Revolutionise your Lead Retrieval

An easy way to convert connections into new
business partnerships

What is Lead Retrieval?

Events are about making connections, generating leads and driving your business forward.

Use the lead retrieval app and platform feature to capture the information of every prospective client who visits your stand, views your products or sponsored content and never miss a lead again!



- Download the event app on your phone and make sure every staff member on your stand at the event does the same.
- Scan attendee badges to capture their contact details & qualify them by using the available filters and adding your own notes.
- Add your unique company and product QR codes to your marketing materials. You can download those QR codes from the event platform. Anyone who scans your codes will be added to your list of leads.
- Download your leads onto a spreadsheet to share with your entire team for those crucial follow up calls post show.

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

- ● “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 conversation 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: download 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](#)

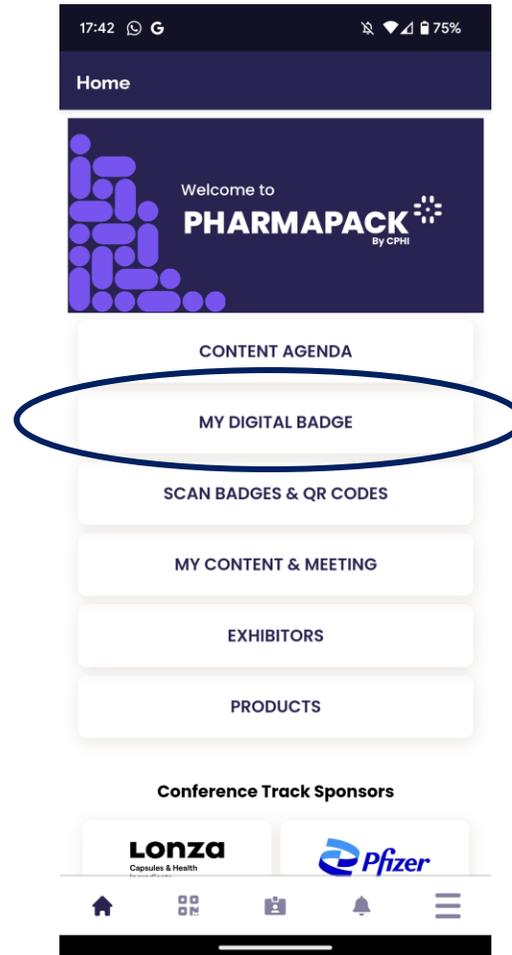
[Utilise your company and product QR codes – Pg 8 & 9](#)

[Download your personal leads – Pg 10](#)

[Download company leads – Pg 11](#)

Scan a badge

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

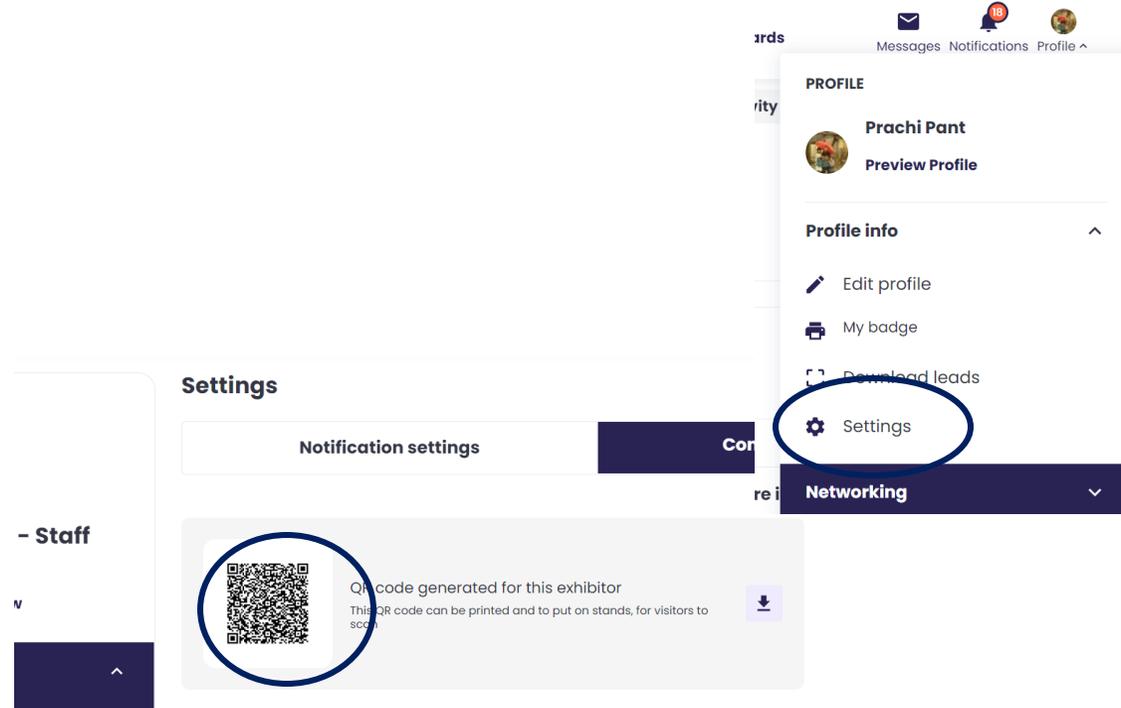


Presentation title

Find your company QR code

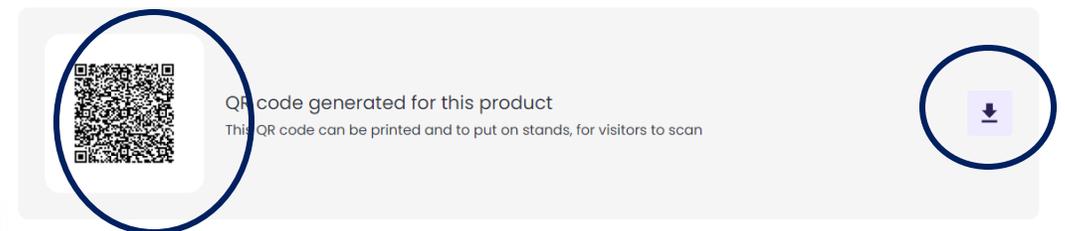
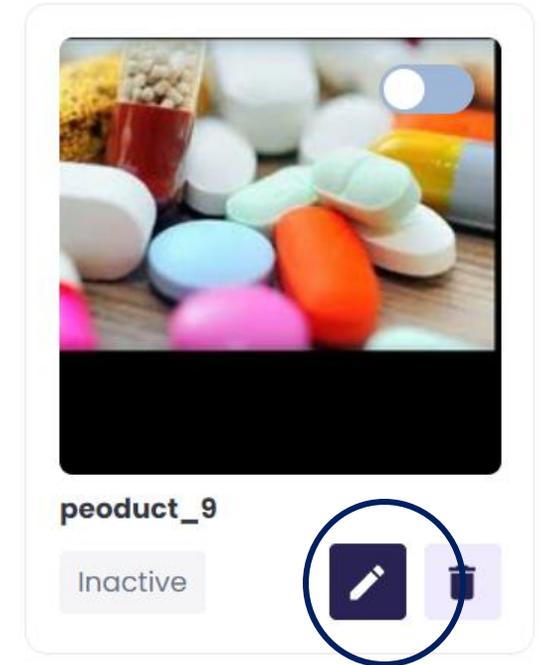
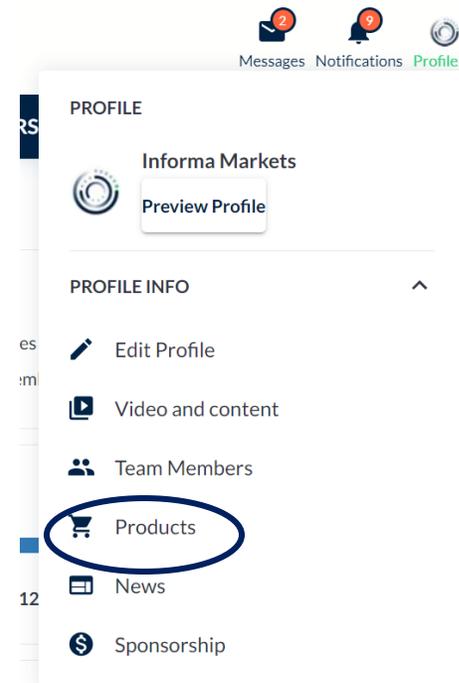


1. Log into the platform and make sure you are in your company profile.
2. Click on **My Event** in the top navigation bar.
3. Click on **settings** (you may have to scroll to the bottom of the page)
4. Click on 'Company QR code' and download your code by clicking the **download icon**.
5. Add your company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



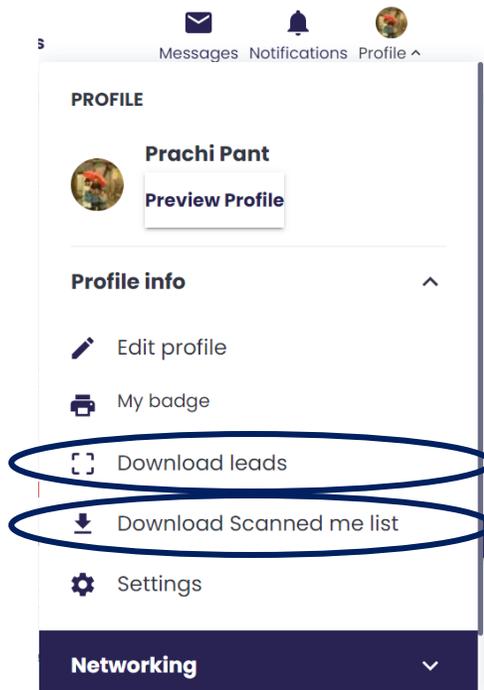
Download personal leads

From your personal profile you can download the details of:

- the badges you have scanned
- the attendees who have scanned you
- the participants you have scheduled meetings with through the platform

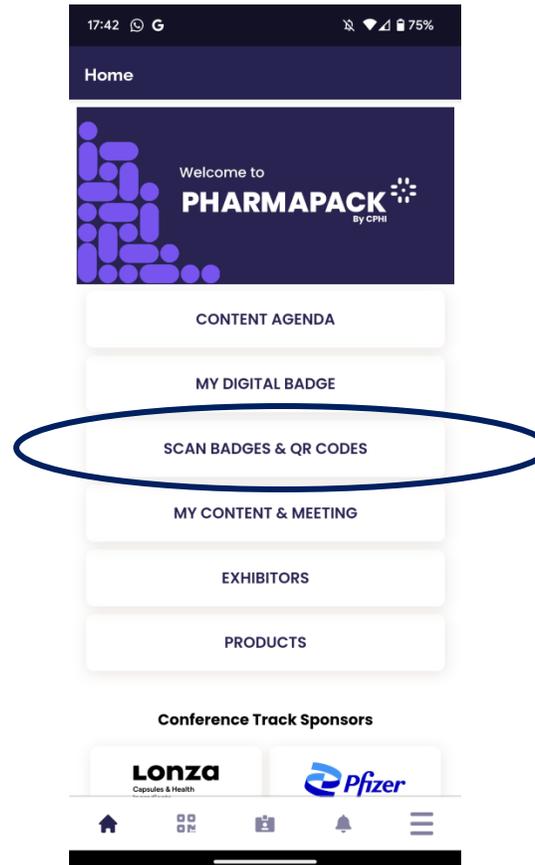
From your desktop:

Go to your profile. To download the lead scanned by you, click **download leads**. To download the details of people who have scanned you, click **download scanned me list**.

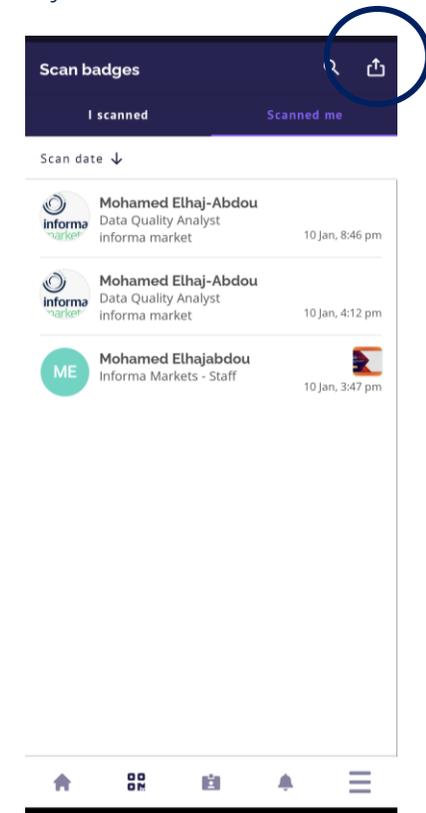


From your app:

1. Click **scan badges & QR codes**.

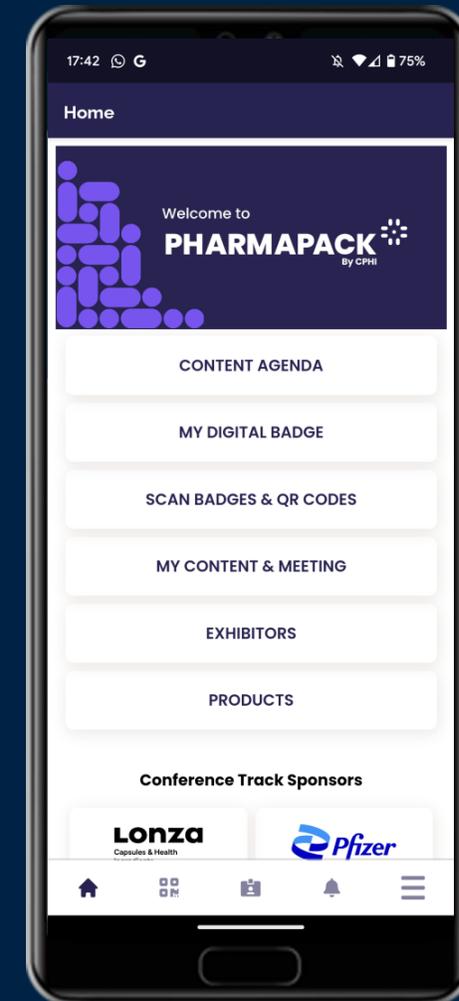


2. Click the **download icon** to receive two spreadsheets containing: your scanned leads and the details of leads that have scanned you.



Maximise your event ROI, start your lead retrieval journey today.

Login to the platform: [Click here](#)



Download company leads

Exhibitor admins can download a file containing details of:

- The badges scanned by all members of the company
- Participants who have scanned a badge of any company member
- Participants who have scanned their company or product QR codes
- Meetings the company or company team members have scheduled on the platform
- Participants who have viewed or attended a company sponsored content session

To download company leads:
Go to the company profile

Click the company logo picture in the top right-hand corner then click download leads

