



How to: Digitalise your trade fair contacts

It's so easy to capture your stand visitors with professional lead management!

1

Download the app to your mobile device or use our package, which includes a tablet.

The app is responsive and can be used on most current smartphones and tablets. We offer various packages in our [Shop for Exhibitor Services](#).

before the
trade fair

→ Order LeadSuccess for your trade fair activities ←

2

Register your leads.

Simply scan the QR code on your visitors' ticket or badge or scan their business cards. Your visitors' address data are automatically displayed on your tablet or smartphone.

during the
trade fair

→ Scan QR codes and business cards ←

3

Individualise your contacts' personal data

Various information can be entered after scanning. On what date was the business card scanned? What products are generating a lot of interest? Do visitors want to receive your newsletter?

As a LeadSuccess user, you can customise this function so that it perfectly suits your needs and design your own questionnaire to precisely categorise your leads. This makes LeadSuccess a unique and extremely useful tool – and it can be used both online and offline.

during the
trade fair

→ Get the most out of your leads ←

4

Import the contacts you have registered.

All of the information can be imported into your systems during the trade fair or at a later date, so that you can evaluate the data and put it to use to good use. Your trade fair contact data is available as an MS Excel file or CSV file. Or you can view the data in the intuitive overview provided in your LeadSuccess online portal.

after the
trade fair

→ Put your collected data to good use ←