MB Capital Services Introduction to Lead Scanning



Lead scanning via app

The advanced way to capture visitor leads

- Do not waste any more time using business cards and hand-written notes
- Use **any number of your own Smartphones & Tablets** to collect your visitor's contact information
- All information is immediately available online
- Start processing your data right away and benefit from high-quality contact data



A few remarks

- As an exhibitor, you will receive an **exhibitor access code** with your registration.
 That code is required for setting up the app and for later access to the data.
- Keep the exhibitor access code strictly confidential, as it also allows access to all ordered voucher codes and scanned customer data.
- You can set up any number of devices with one exhibitor access code.
- Set up your devices for lead scanning yourself and only provide configured hardware to outside personnel.
- Assign names to your devices in the app so you can track who scanned the lead.
- Ask your customers for permission to scan their badge.



Lead Scanning App "pretixLEAD" by rami.io





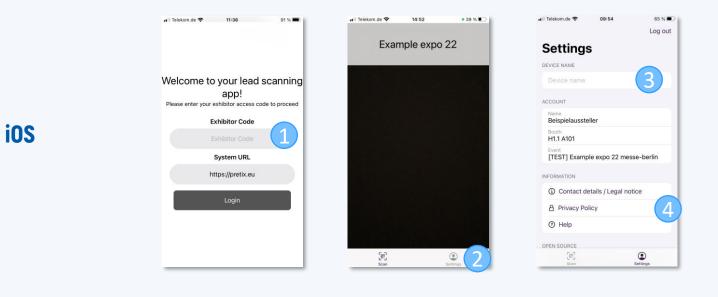


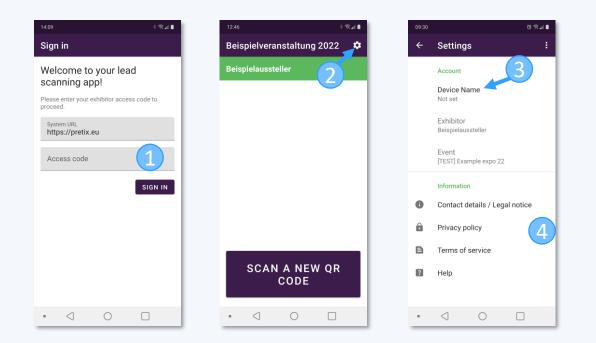


Configuration

- Start the lead scanning app.
- You can leave the system URL at https://pretix.eu
- Enter your exhibitor access code in the "Access code" field. (1)
- In the settings menu you can set a device name. (2+3)
- Underneath you will find additional information,
 e.g. Terms of service and Privacy policy (4)

Android





Scanning



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- In the Android app, tap the "Scan new QR code" button. In the iOS app, the scanner starts automatically after you launch the app.
- Point the camera at the QR code of the person's badge whose data you want to collect.
- You will receive the following data:
 - Company/Organization (if available)
 - Salutation, first name & last name
 - Address and e-mail address

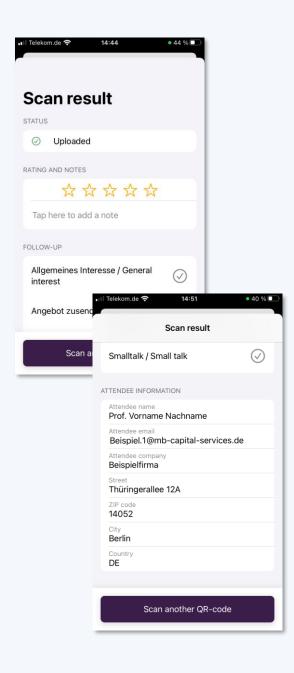
Depending on the event, additional data may be available, e.g.:

- Department/position
- Area of responsibility
- Industrial sector
- etc.

Qualify lead

- After the scan you can rate how interesting the contact is for you on a scale of 1-5 stars.
- You can enter individual notes about your contact in the designated field.
- Additionally you can add one or more tags e.g.:
 - Follow Up Termin / Follow-up appointment
 - Allgemeines Interesse / General interest
 - Informationen zu Produkten / Information on products
 - Potenzieller Käufer/Einkäufer / Potential buyer
 - Potenzieller Partner/ Potential partner
 - Potenzieller Anbieter/Lieferant / Potential contractor/supplier
 - Angebot zusenden / Send offer
 - Bestellung / Order
 - Geschäftsabschluss / Transaction
 - Smalltalk / Small talk
 - Kontaktpflege / Customer care
- The contact information appears below the tags.
- Your entries will be saved automatically.
- If your device is offline, your leads will be temporarily stored locally until an upload is performed.

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|---|---|
| Scan result | × |
| Scan saved or | n the server |
| *** | ** |
| Notes Start typing here to about this contact | save a note |
| Follow Up Termin / F | ollow-up appointment |
| Allgemeines Interes | se / General interest |
| Informationen zu Pro on products | odukten / Information |
| Potenzieller Käufer/ buyer | Einkäufer / Potential |
| Potenzieller Partner, | Potential partner |
| SAVE ANI NEW QI | 12:48 € 2 4 € Scan result ✓ |
| • < (| Kontaktpflege / Customer care |
| | Attendee name Vorname Nachname |
| | Attendee email Beispiel.1@mb-capital-services.de |
| | Attendee company Beispielfirma |
| | Street Thüringerallee 12A |
| | ZIP code 14052 |
| | City |
| | SAVE AND SCAN A NEW QR CODE |
| | • < 0 🗆 |



Data access

- Use your **exhibitor access code** to log into your exclusive exhibitor area in the ticket shop.
- You will find the "Exhibitor login" at the bottom of the ticket shop page. (1)
 You will also receive a direct link to the exhibitor login by e-mail.
- You can find all captured leads under the tab "Scanned leads". (2)
- You will be presented with graphical statistics.
- You are able to download the raw data as an Excel file (.xlsx) for later use. (3)
- The language of the Excel spreadsheet depends on the display language of the web page. [4]

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Beispielveranstaltung 2022 June 1st – 9th, 2022 Exhibitor login If you have an exhibitor access code, you can log in here to access the exhibitor portal. Access code Login Del Rückfragen oder Support bezüglich Ihrer Ticketbuchung wenden Sie sich bitte an tickets@messe-berlin.de. Contact event organizer + Impressum + Terms and Conditions Ticketing + ticket shop by Capital Services

| Exhibitor: Beispielaussteller | Log out | | | 3 |
|---------------------------------|------------------------|--|---|---------------|
| Scanned leads Lead scanning app | | | | |
| | | | | |
| Scanned leads | | | | Download data |
| Ratings | | | | |
| | Answer | Count | | Percentage |
| | 3* | 5 | | 38.5 % |
| 3* | 0* | 3 | | 23.1 % |
| 5 | 4* | 2 | | 15.4 % |
| | 1* | 1 | | 7.7 % |
| | 2* | 1 | | 7.7 % |
| | 5* | 1 | | 7.7 % |
| | | | | |
| Tags | | | | |
| 3 | Answer | Answer | | Percentage |
| 2.25 | Follow Up Termin / Fo | Follow Up Termin / Follow-up appointment | | 15.4 % |
| | Geschäftsabschluss / | Geschäftsabschluss / Transaction | | 7.7 % |
| 1.5 | | Kontaktpflege / Customer care | | 15.4 % |
| | Smalltalk / Small talk | | 2 | 15.4 % |
| 0.75 | | | 2 | 15.4 % |
| | | Allgemeines Interesse / General interest Potenzieller Käufer/Einkäufer / Potential buyer | | |
| 0.75 - Allgemeines Interess | Others | | 2 | 15.4 % |

Questions?

If you have any questions, please contact: tickets@messe-berlin.de