

# MB Capital Services

## Introduction to Lead Scanning

 Capital Services



# Lead scanning via app

## The advanced way to capture visitor leads

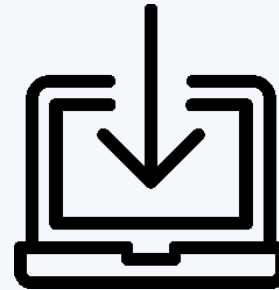
- Do not waste any more time using business cards and hand-written notes
- Use **any number of your own Smartphones & Tablets** to collect your visitor's contact information
- All information is immediately available online
- Start processing your data right away and benefit from high-quality contact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



Scan a badge



Capture leads



Export all data



Accelerate  
sales

# 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.



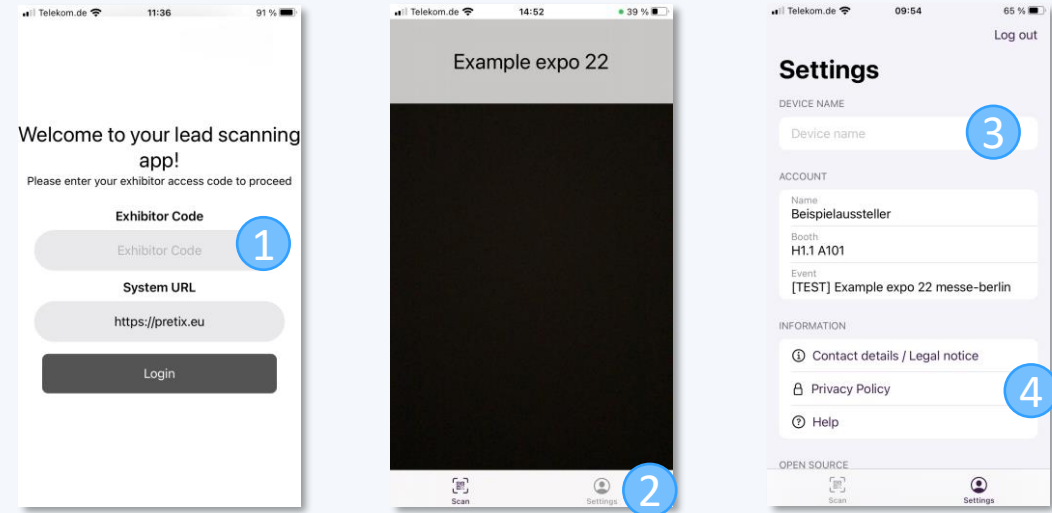
## Lead Scanning App „pretixLEAD“ by rami.io



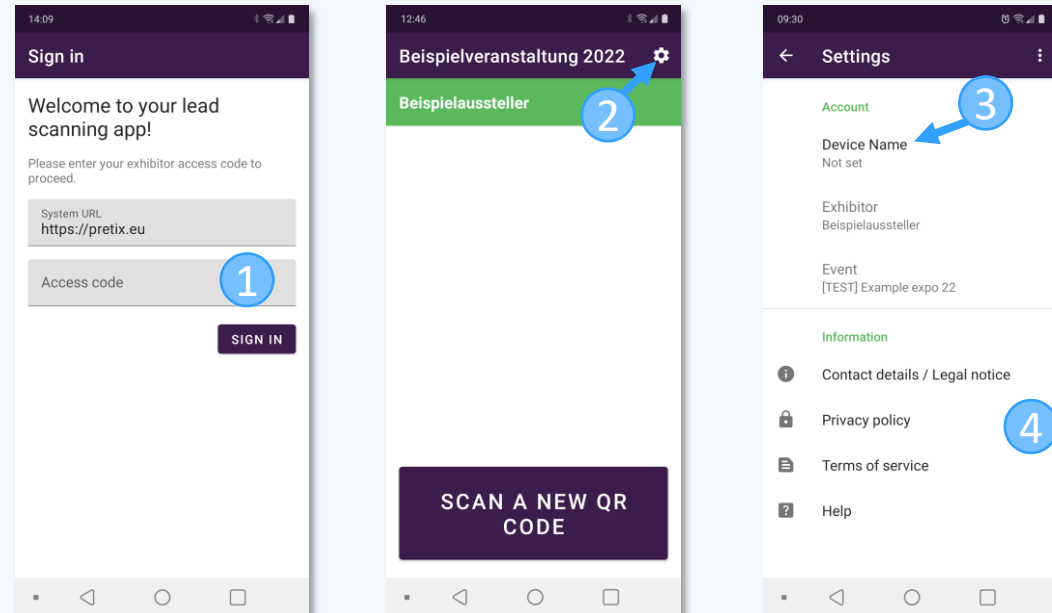
# Configuration

- 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)

## iOS



## Android



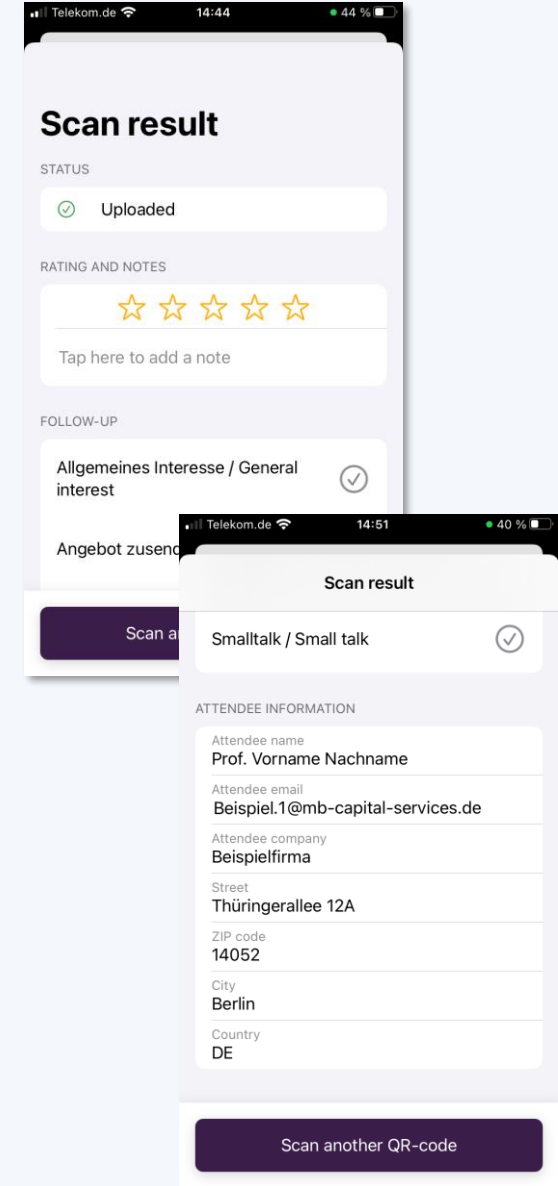
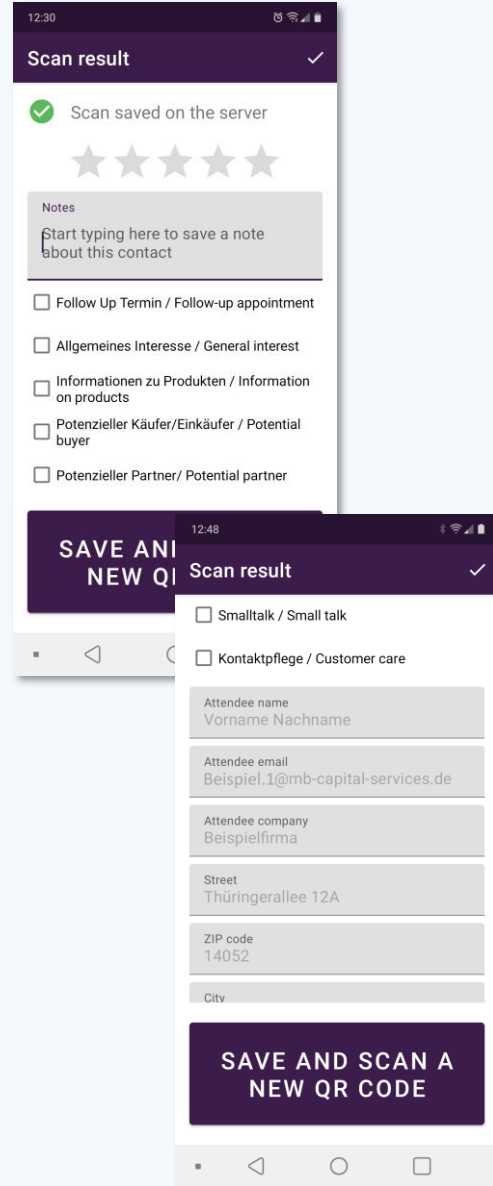
# Scanning



- 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.

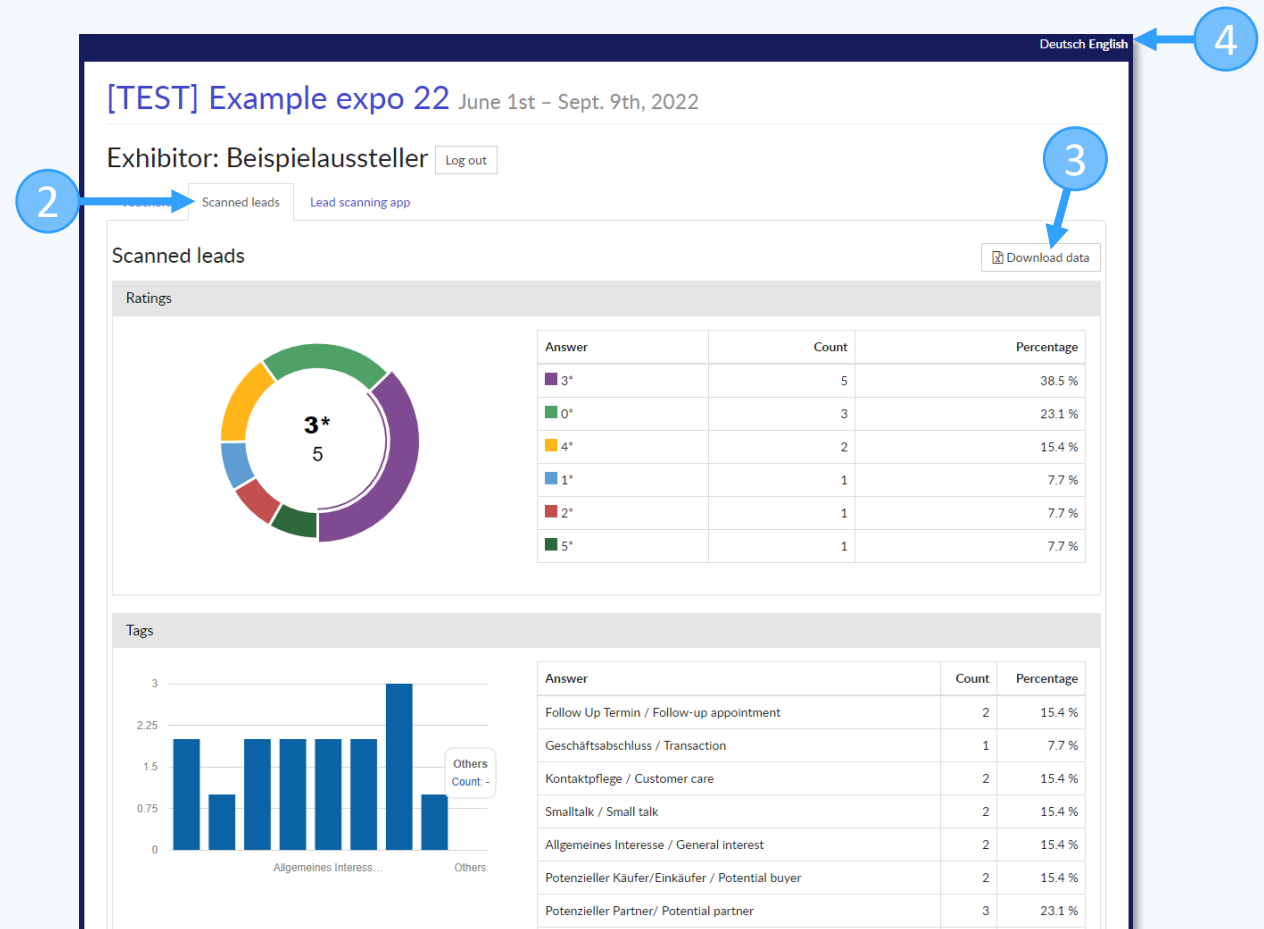
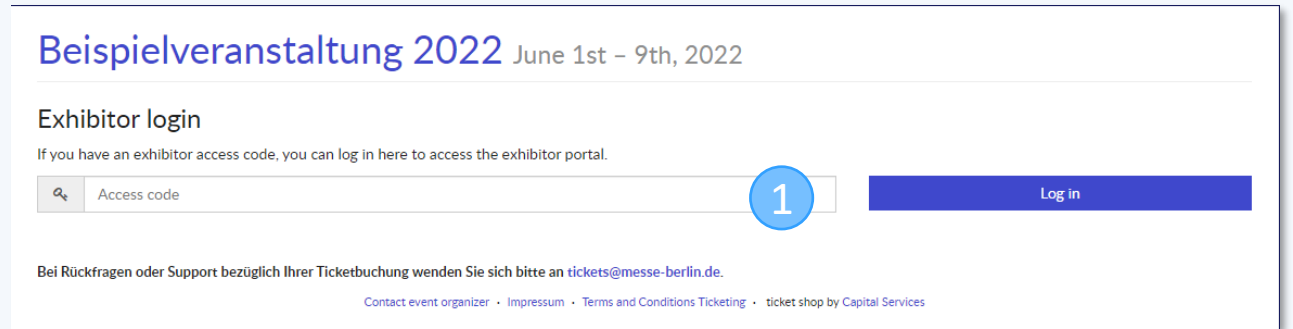
# Qualify lead

- 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
- 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.



# 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)



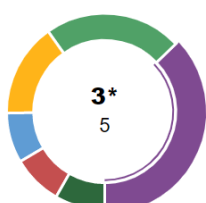
[TEST] Example expo 22 June 1st – Sept. 9th, 2022

Exhibitor: Beispielaussteller

Scanned leads

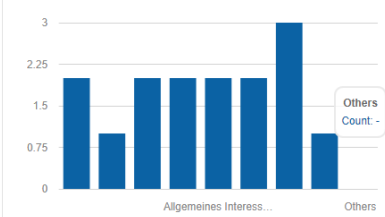
Scanned leads

Ratings



Answer	Count	Percentage
3*	5	38.5 %
0*	3	23.1 %
4*	2	15.4 %
1*	1	7.7 %
2*	1	7.7 %
5*	1	7.7 %

Tags



Answer	Count	Percentage
Follow Up Termin / Follow-up appointment	2	15.4 %
Geschäftsabschluss / Transaction	1	7.7 %
Kontaktpflege / Customer care	2	15.4 %
Smalltalk / Small talk	2	15.4 %
Allgemeines Interesse / General interest	2	15.4 %
Potenzieller Käufer/Einkäufer / Potential buyer	2	15.4 %
Potenzieller Partner/ Potential partner	3	23.1 %

# Questions?

If you have any questions,  
please contact:  
[tickets@messe-berlin.de](mailto:tickets@messe-berlin.de)