
# Web Portal guide

Leadretrieval
by Fira de Barcelona

Convert leads into qualified business opportunities in real-time

# INDEX

**I.Lead Retrieval**
**II. Web portal**
**III. Configuring the service**
i. Consent pop-up
ii. Surveys and workgroups
iii. Documents
iv. Tags
**IV. Reporting**
**Other manuals**
**Contact information**

# I.Lead Retrieval

Lead Retrieval (LR) is a service by Fira Barcelona which functions is the capture and follow up (in real time) of leads in an event/congress.

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It consists of 2 components: **Web portal** (which acts as a database) and **APP**. **To use the service at its full potential, first configure the service** on the web portal to later on use it on the APP.

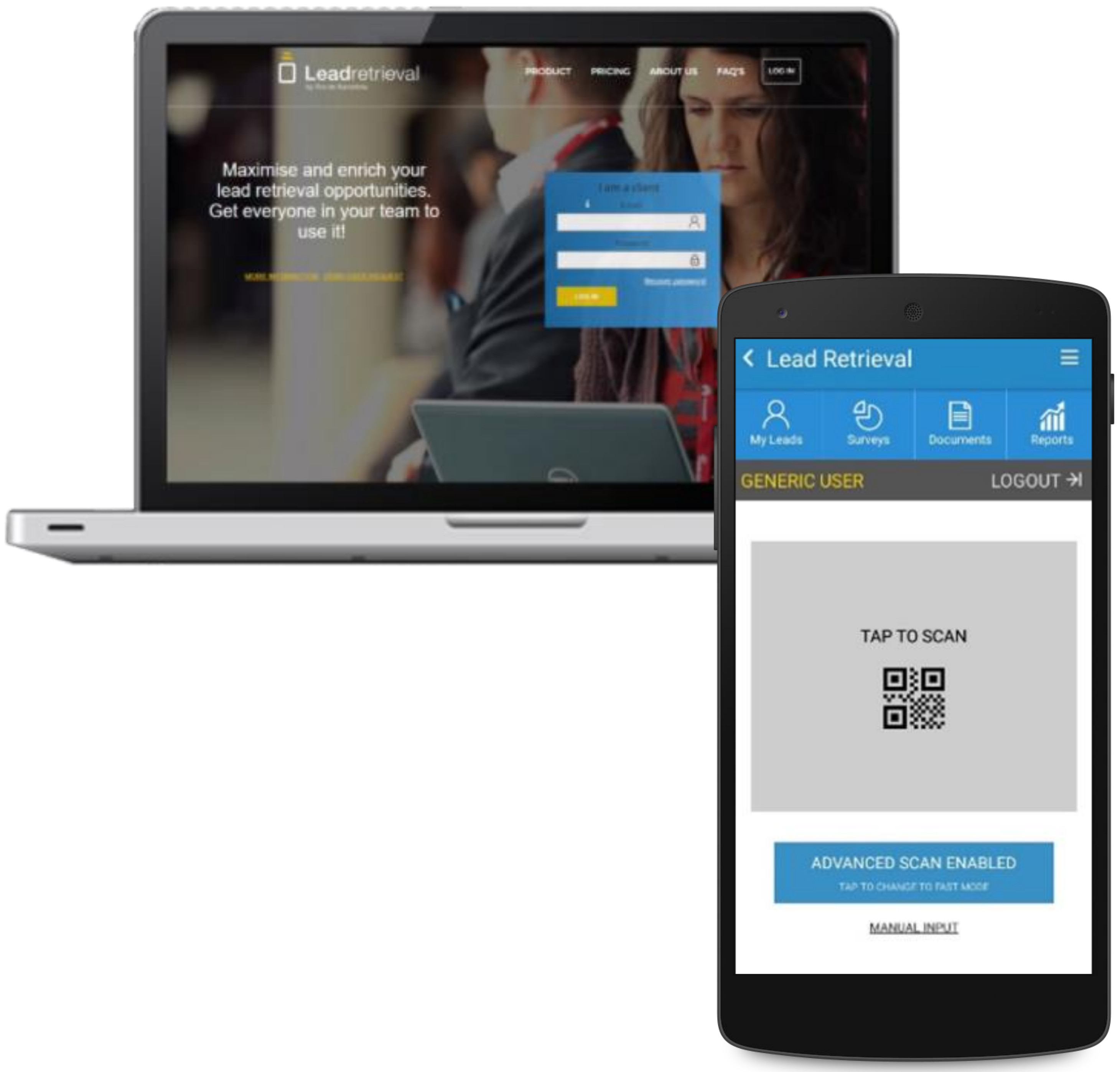
# I. Lead Retrieval

## WEB PORTAL

I. **Before the event:** Set up the service and additional featurs (to use on the APP).
**II. During the event:** Database works in real time, reports on functionality.
**III. After the event:** Download all the information in an excel file.

## APP

I. Scan visitors badges
II. Captures de visitors information
III. Additional features: Conduct surveys, send documents, add tags and notes, request consent.

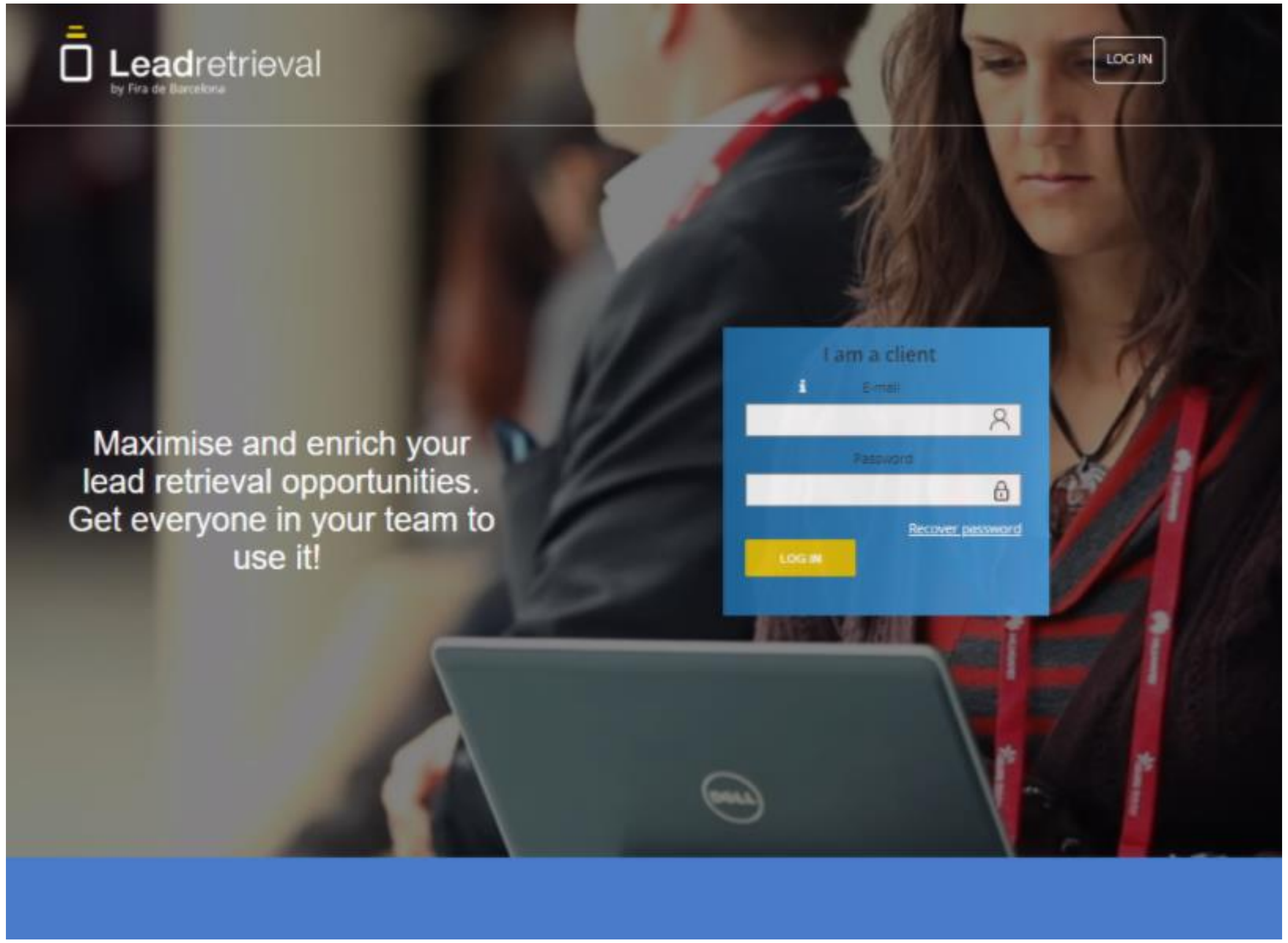


# II. Web portal

## SIGN IN

in the following link: [https://lrback.firabarcelona.com](https://lrback.firabarcelona.com) with the credentials of the administrator.

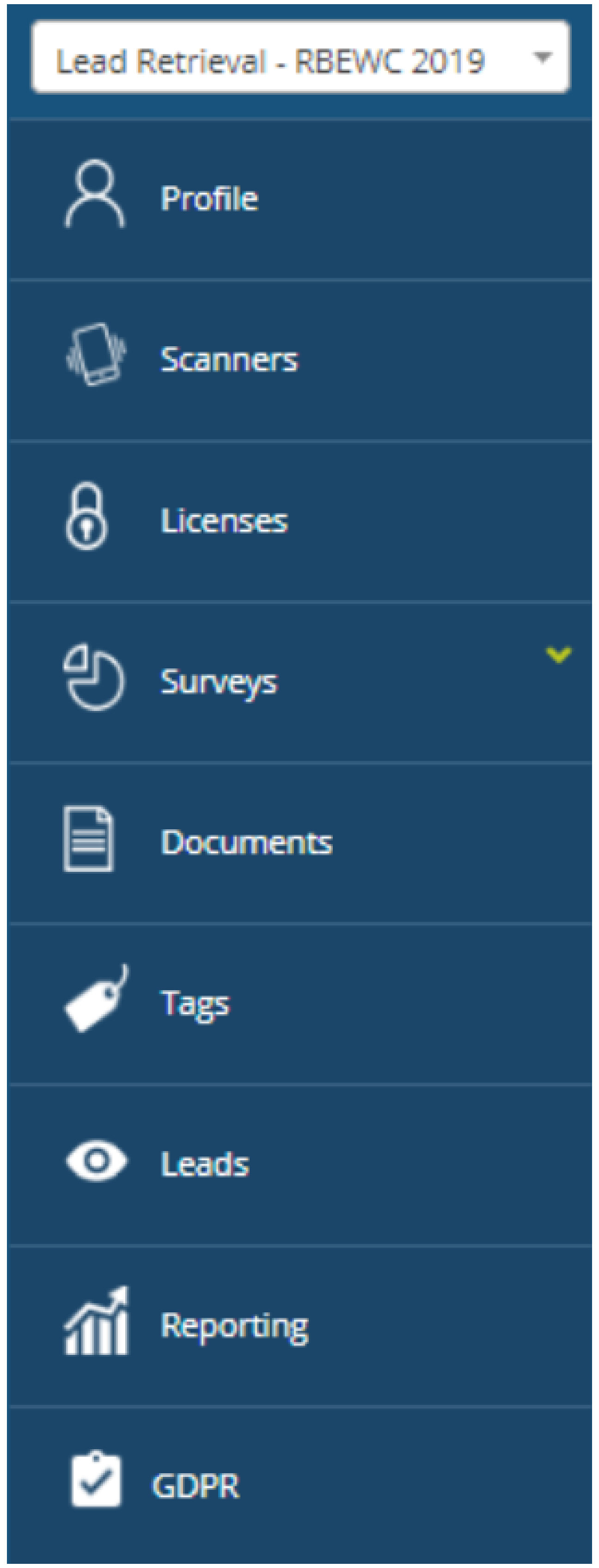
If you don't know who's the administrator of your company's Lead Retrieval account please contact us directly.




Input the **administrator e-mail** as well as the **generated password** that you should have received with the **credentials e-mail**.

**Please check your SPAM folder** if you can't find it, otherwise contact us directly so we can re-send it.

# II. Web portal




## Access to your events/accounts

**PROFILE:** Change your account information

**SCANNERS:** List of logged scans

**LICENSES:** Amount of licenses you have + company code

**SURVEYS:** Create surveys and configure workgroups

**DOCUMENTS:** Upload documents

**TAGS:** Create tags

**LEADS:** View and download your leads/scans (in real-time)

**REPORTING:** View reports (in real-time)

**GDPR:** Create a consent pop-up

# III. Configuring the service

To be able to use our service at its full performance, we advise to our clients to configurate the service (set up all the external features) before the event starts.

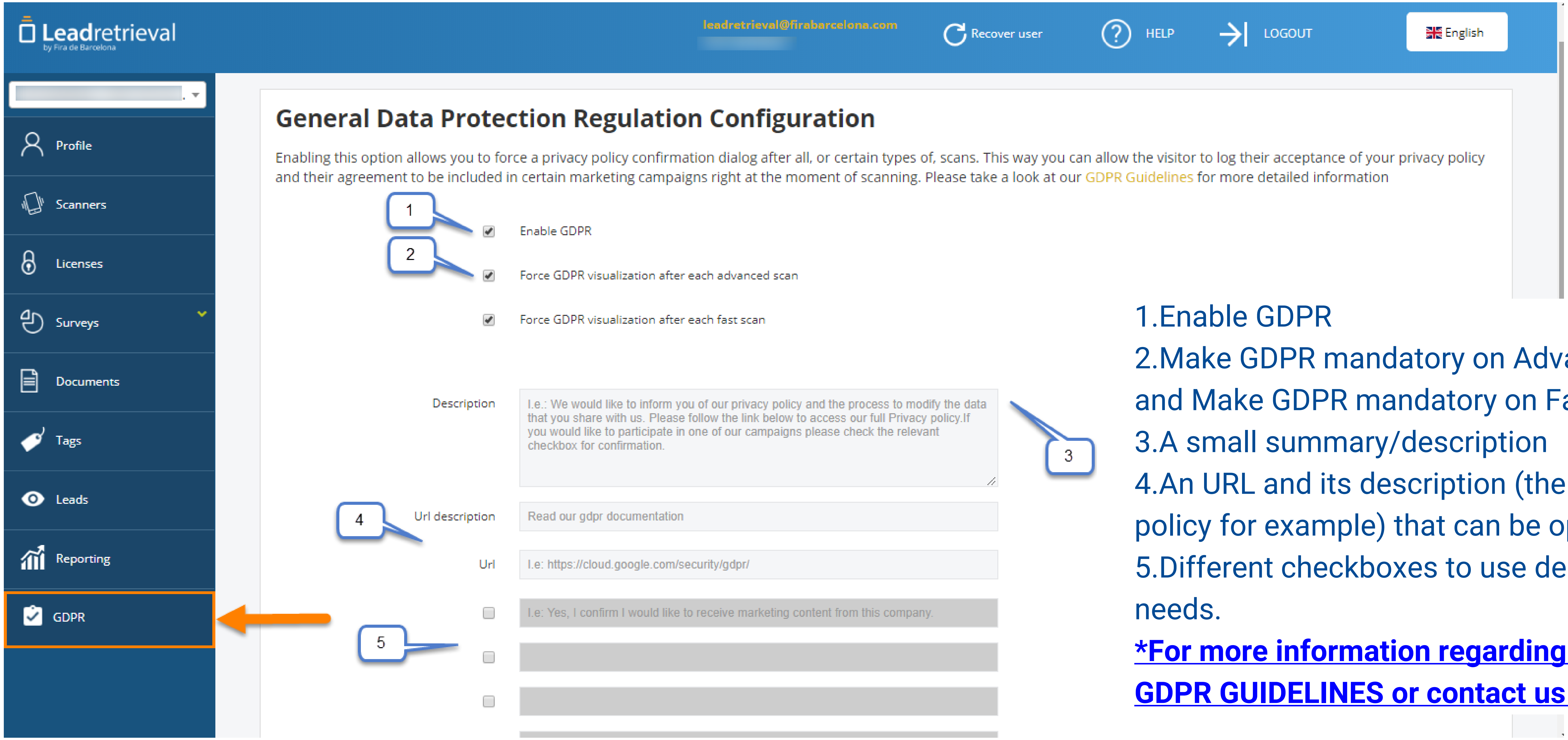
To do so, you must be logged-in in the Web Portal as the configuration will take place there. In this mini-guide we will explain how to configurate the service from the Web Portal.

The additional features our service offers are:

- **Consent pop-up**
- **Surveys**
- **Documents**
- **Tags**

# III. Configuring the service

## i. Consent pop-up




1.Enable GDPR

2.Make GDPR mandatory on Advanced scan and Make GDPR mandatory on Fast scan

3.A small summary/description

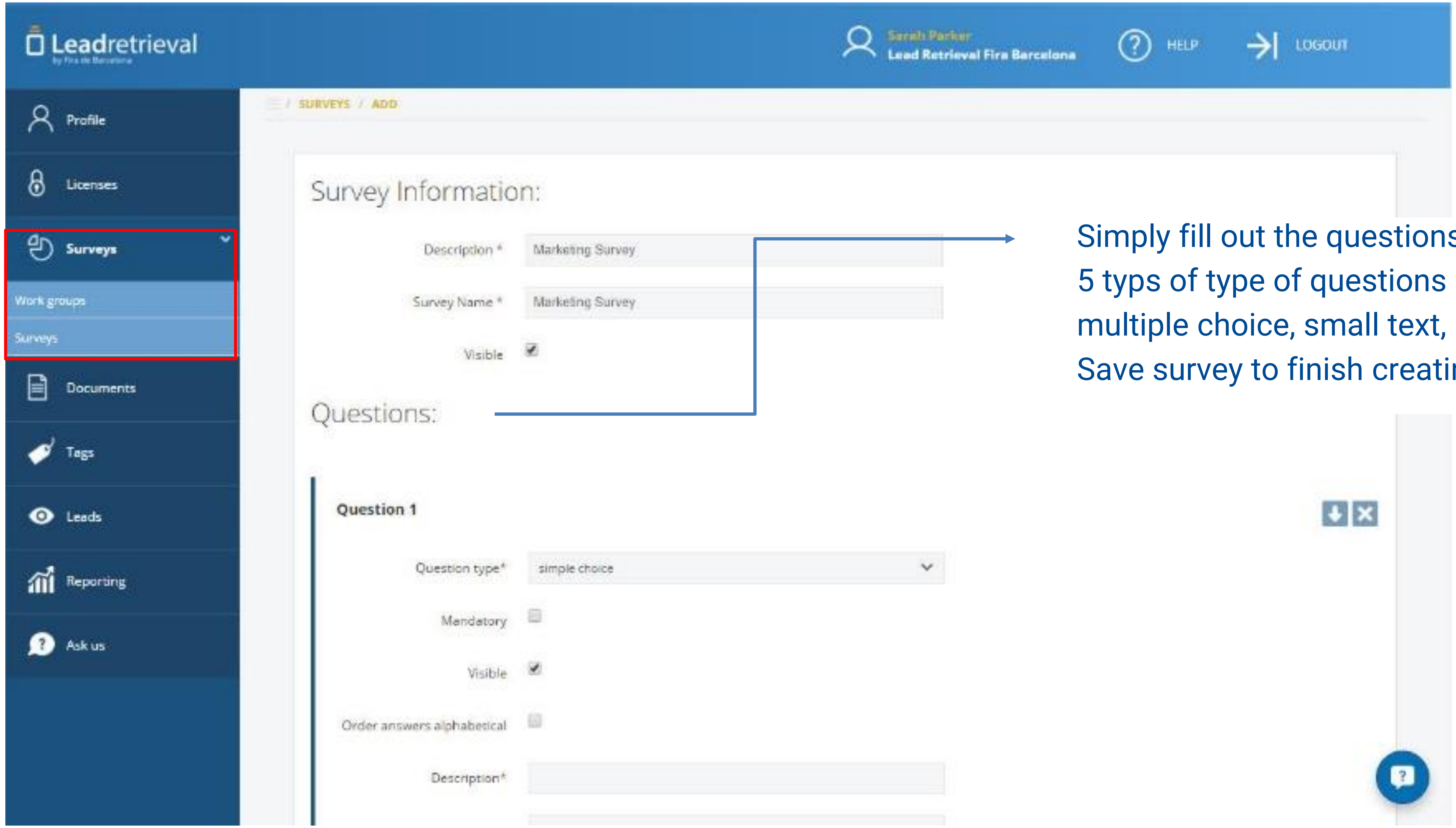
4.An URL and its description (the full text of your privacy policy for example) that can be opened in the app

5.Different checkboxes to use depending on your own needs.

**[*For more information regarding GDPR please check our GDPR GUIDELINES or contact us directly.]**

# III. Configuring the service

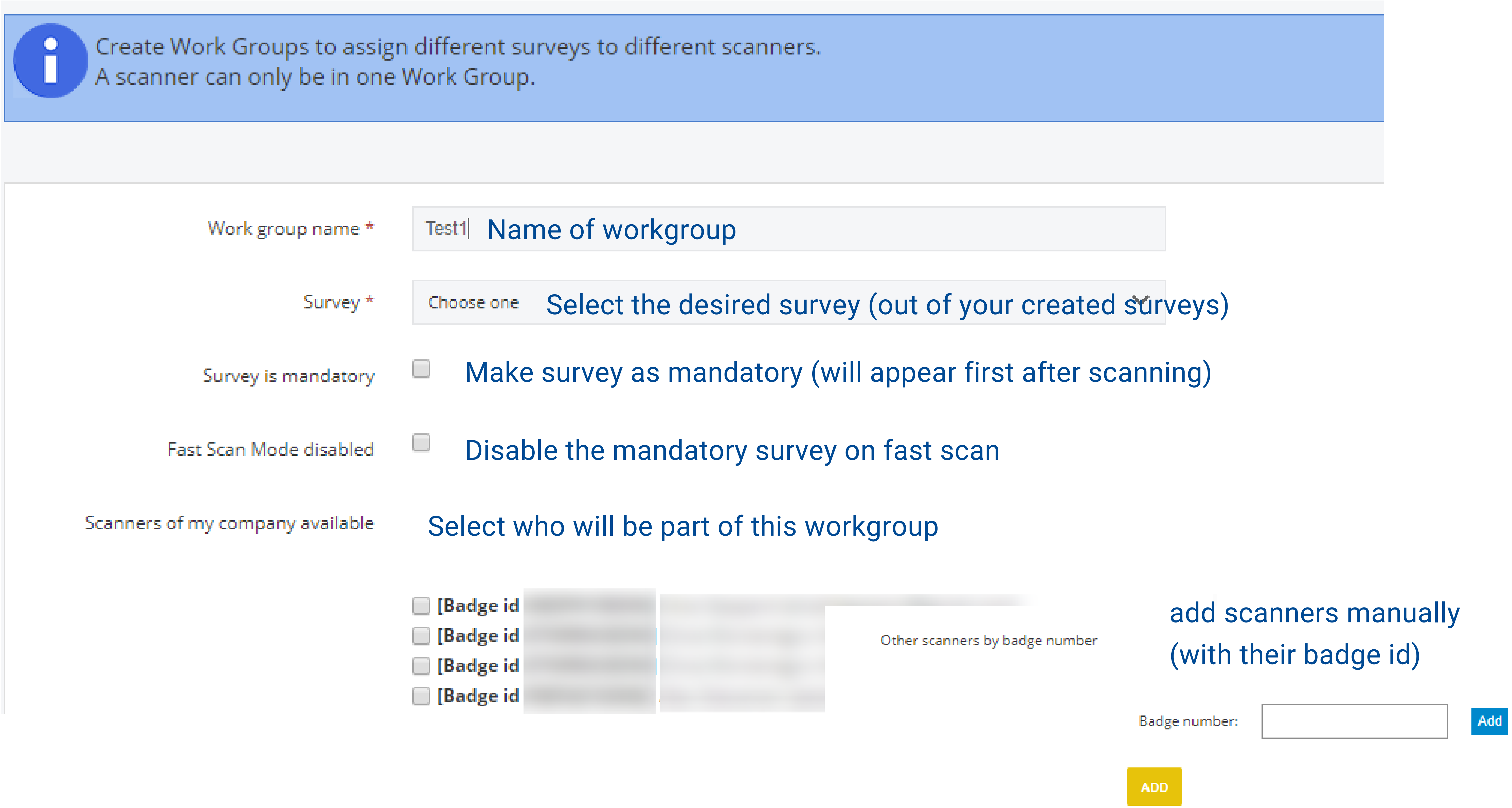
## ii. Surveys and workgroups




Simply fill out the questions to create a survey. There are 5 typs of type of questions available (simple choice, multiple choice, small text, long text, date).
Save survey to finish creating it.

# III. Configuring the service

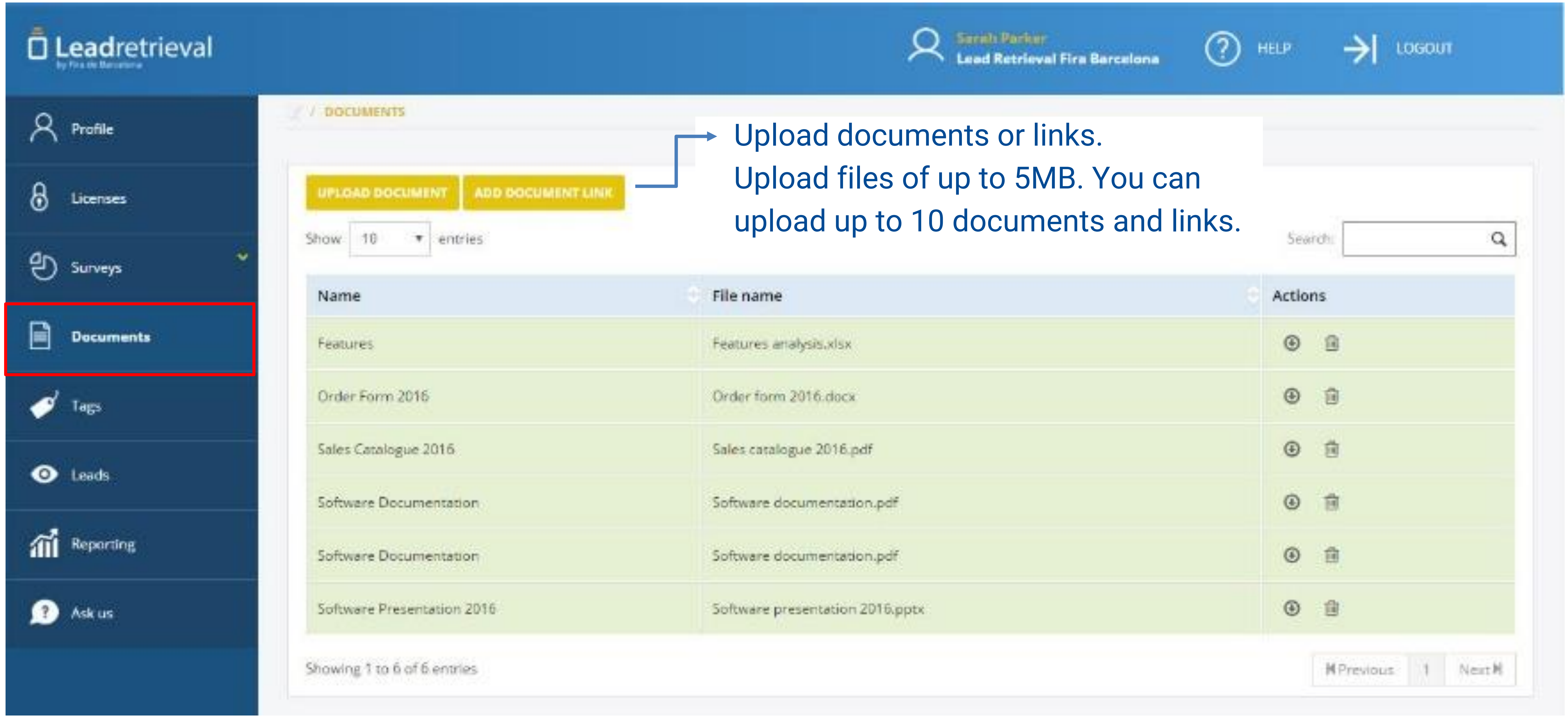
## ii. Surveys and workgroups



# III. Configuring the service

## iii. Documents

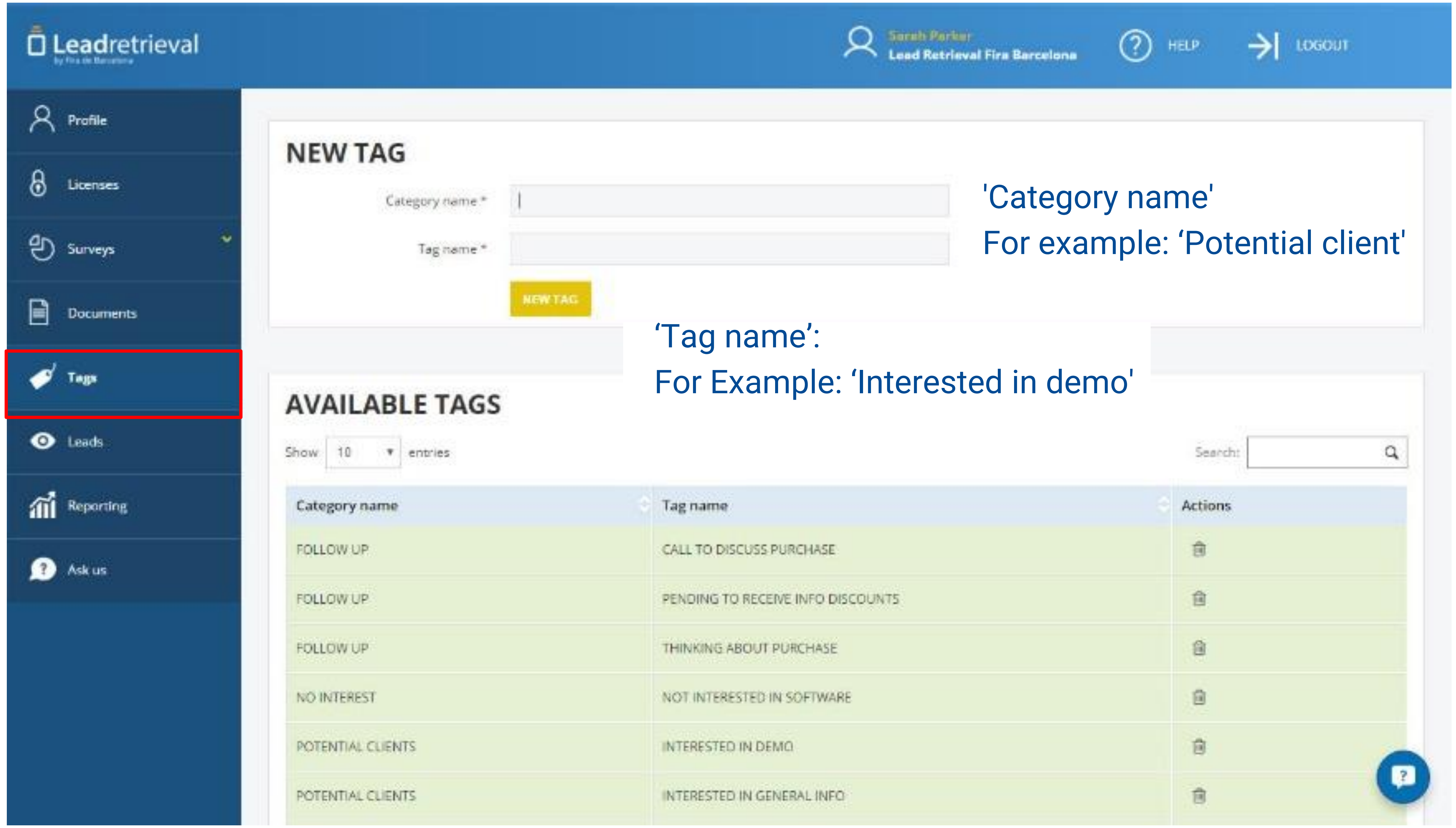
After scanning a contact with the App you will be able to send him/her documents such as catalogues or product presentations onsite. In order to do that, upload your documents here to be able to use it on the APP.



# III. Configuring the service

## iv. Tags

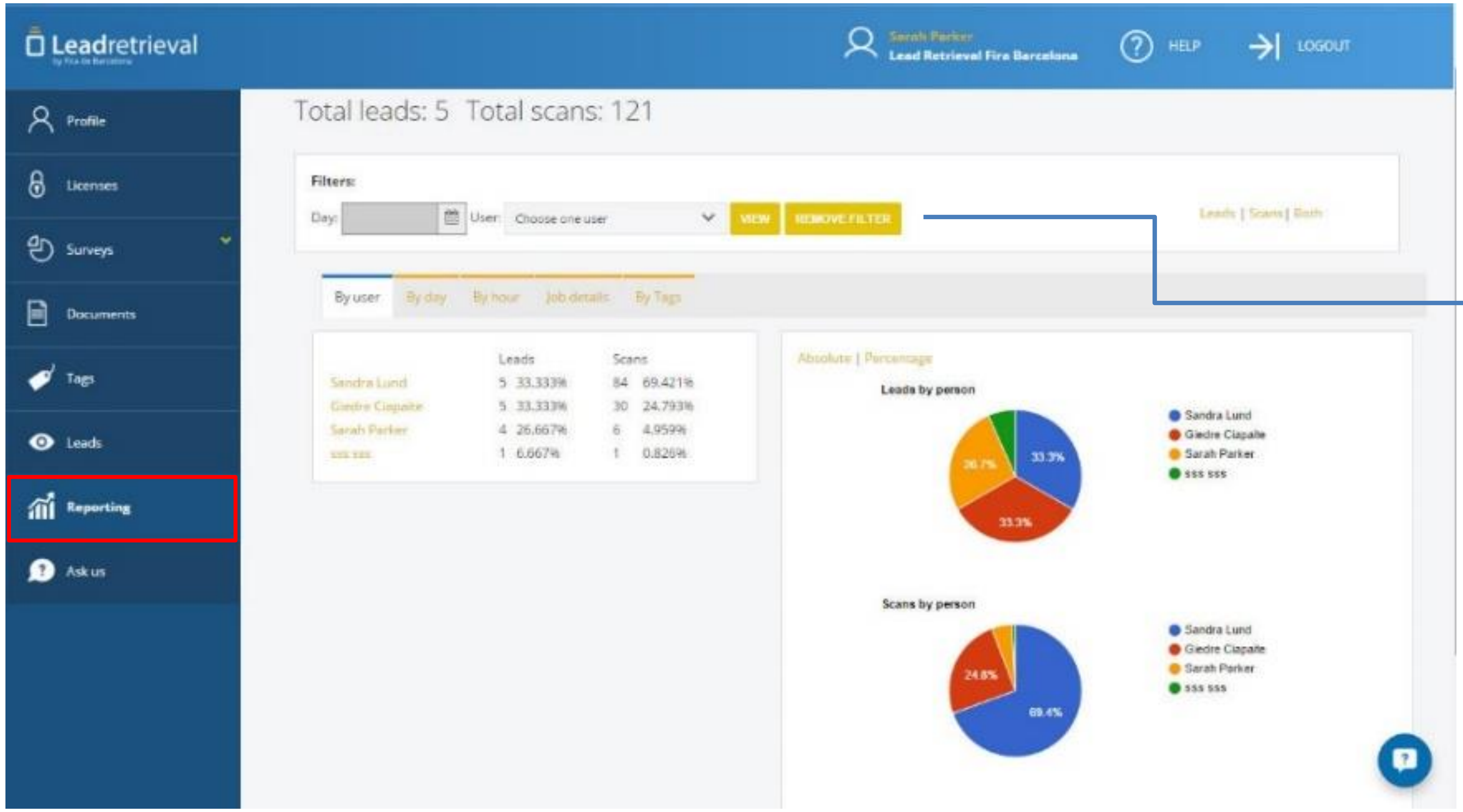
When scanning a lead, the user will have the option to tag it with whatever categories and tags were previously created in the Web Portal. This can be used to categorize potential customers.



# IV. Reporting

The Web Portal offers leads statistics and reporting with many options and filters. Log onto the Web Portal and go to the Reporting Section.

You have the possibility to see stats such as leads or scans per day, per hour or per scanner user. You can also see stats per Job Details of the leads you have scanned. There's pie charts to the right side for easy interpretation of the data.




Filter by date or/and user and choose below how to visualize the information (by tags, by hour…)

# other manuals

[user guide]
[app manual]
[GDPR guidelines]
[full user manual]
[how to download your data]

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# Contact information

*Webpage*

http://leadretrieval.firabarcelona.com/en/

*Phone Number*

+34 93 233 27 73

*Email Address*

leadretrieval@firabarcelona.com