Web Portal Manual

Leadretrieval
by Fira de Barcelona

Convert leads into qualified business opportunities in real-time

WEB PORTAL

CUSTOMIZE THE SERVICE

Within the web portal, you can view your Leads and Scans in real-time as well as customize the additional features before the event.

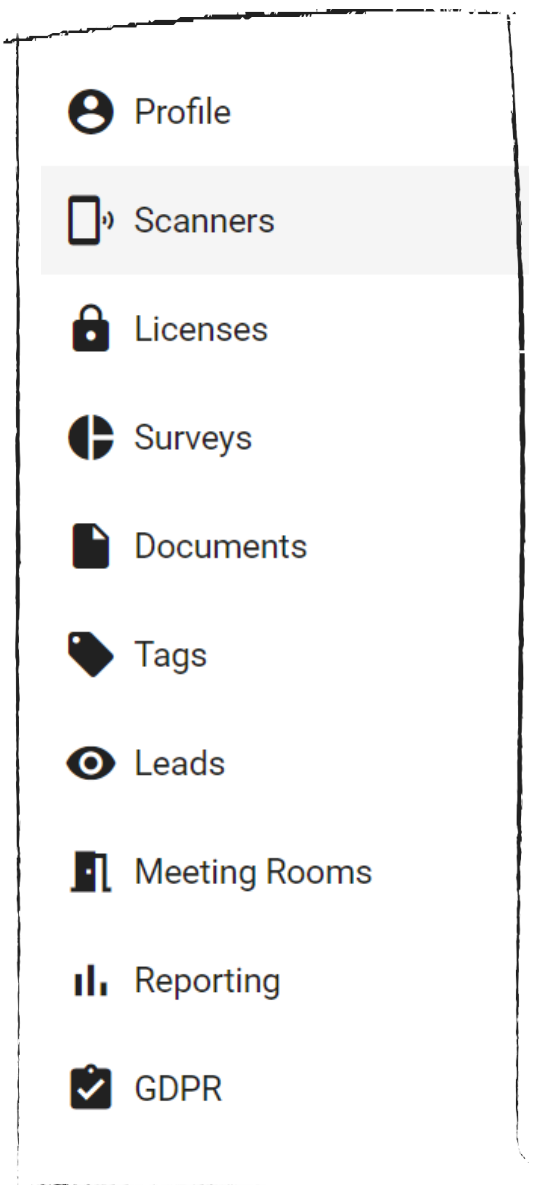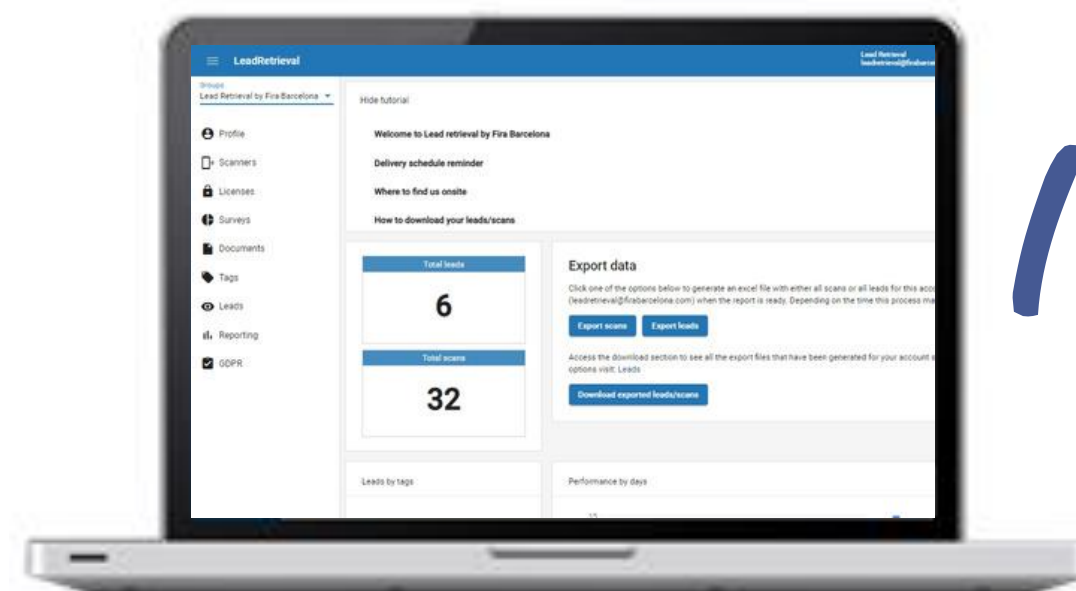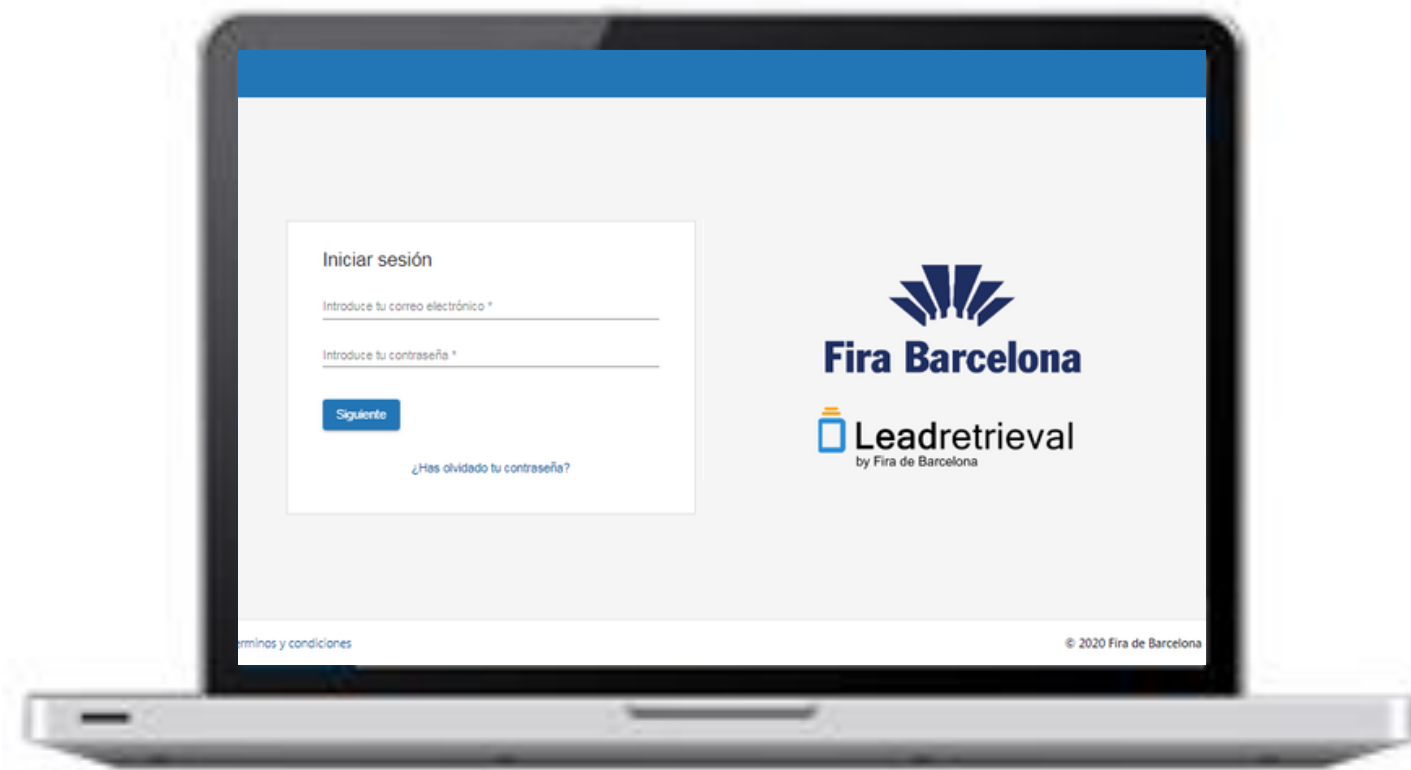After the event, download all of your Leads and Scans with a single click.
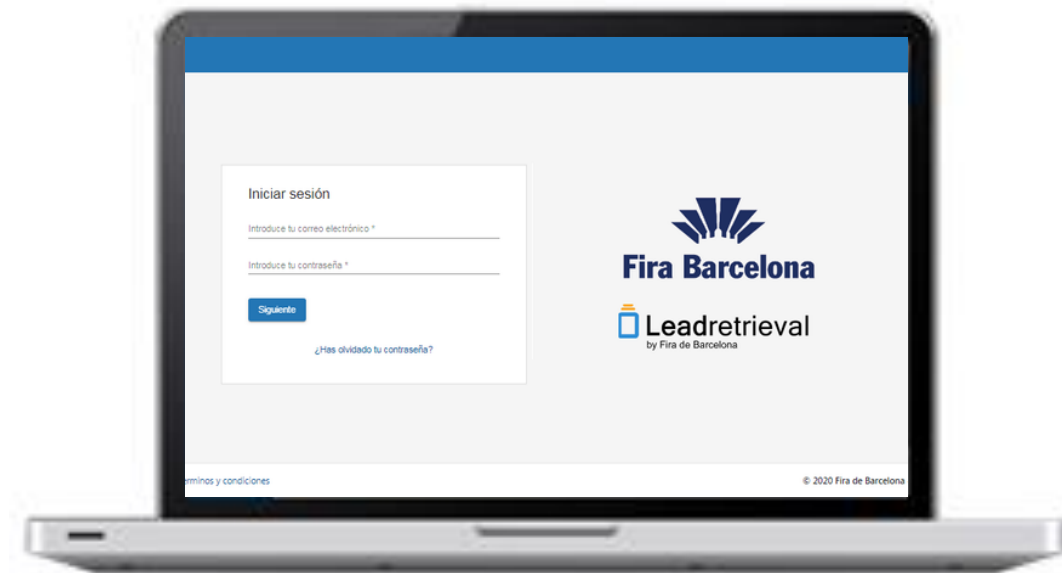
ACCESS THE WEB PORTAL

As the administrator you can access your web portal account with the e-mail that was used to make the purchase.

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ACCESS

in the following link: https://lrback.firabarcelona.com with the credentials of the administrator.

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.

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

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MENU

Groups
Lead Retrieval by Fira Barcelona ▾

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	Change your account information
📱 Scanners	**List of logged scans**
🔒 Licenses	**Licenses information and company code**
◔ Surveys	**Create surveys and configure workgroups**
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✉ Welcome Mail	**Create a Welcome e-mail**
🚪 Meeting Rooms	**View and download your meeting rooms reports**
📊 Reporting	**View reports (in real-time)**
📋 GDPR	**Create a consent pop-up**

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WEB PORTAL

CUSTOMIZE THE SERVICE

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

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

GDPR CONSTENT POP-UP

DOCUMENTS

SURVEYS

TAGS

04

GDPR CONSTENT POP-UP

LeadRetrieval

Lead Retrieval
leadretrieval@firabarcelona.com   Help   Log out   Recover user

Groups
Lead Retrieval by Fira Barcelona

/ GDPR

General Data Protection Regulation Configuration

Enabling this option allows you to force a privacy policy confirmation dialog after all, or certain types of, scans. This way you can allow the visitor to log their acceptance of your privacy policy and their agreement to be included in certain marketing campaigns right at the moment of scanning. Please take a look at our GDPR Guidelines for more detailed in

1 ☑ Enable GDPR

2 ☑ Force GDPR visualization after each advanced scan
☑ Force GDPR visualization after each fast scan

Display fields

3

Description
We would like to inform you of our privacy policy and the process to modify the data you share with us

4 Url description
Read our GDPR documentation

Url
i.e: https://cloud.google.com/security/gdpr

5 Custom field #1
☑ Yes, I confirm I would like to receive marketing contect from this company

Custom field #2
☑ No, I do not confirm I would like to receive marketing contect from this company

Custom field #3
☑ Maybe, I will decide a a later time

☐ Custom field #4

☑ GDPR

1.Enable pop-up

2.Make the **pop-up mandatory** on Advanced scan and Make GDPR mandatory on Fast scan

3.A small summary/description

4.An **URL** and its description that can be opened and sent through the APP

5.Up to 4 **checkboxes**

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SURVEYS

Create and customize your own Surveys.

Types of questions featured:
- Simple and multiple choice
- Small and long text
- Date

Save survey to finish creating it.

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WORKGROUPS

ℹ️ Create work groups to assign different surveys to different scanners. A scanner can only be in one work group.

Name *
Workgroup1   Name of workgroup

Survey *
Survey   Select the desired survey (out of your created surveys)

☑ Survey is mandatory   Make survey as mandatory (will appear first after scanning)
☐ Mode FastScan disabled   Disable the mandatory survey on fast scan

Scanners of my company available:
☑ [Badge number

Other scanners by Badge number:

Badge number   Select who will be part of this workgroup

Add

Save

You can force surveys by making a Workgroup. Add your company scanners to a Workgroup and assign them the survey.

Other scanners by badge number

add scanners manually (with their badge id)

Badge number: [   ] Add

ADD

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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.

Upload documents or links.
Upload files of up to 5MB. You can upload up to 10 documents and links.

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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.

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LEADS

2. Lead information can be exported in an Excel file for later importation into your CRM, by clicking on the Export Scan or Export Lead button.

3. Access your generated files by clicking on 'Download exported Leads/Scans

Your leads/scans report will be generated within seconds (or up to a couple of hours in case of a lot of simultaneous downloads) You can then download them directly from the web portal using the download exported leads/scans button

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LEADS

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MEETING ROOMS

Export and download your Meetings reports

Meeting Rooms scans

[Export Meeting Rooms]   [Download exports]

Select meeting   Select a Meeting to view or export
Meeting 4   ✕

List of scanned visitors with information and scan type IN/OUT   🔍 Search

Lastname	Firstname	Company	Jobtitle	E-mail	Scanner full name (Badge number)	Meeting	Scan type	Visit date
████████					Generic Scanner - 231	Meeting 4	In	2021-05-31 17:03:20
████████					Generic Scanner - 231	Meeting 4	Out	2021-05-31 17:04:16

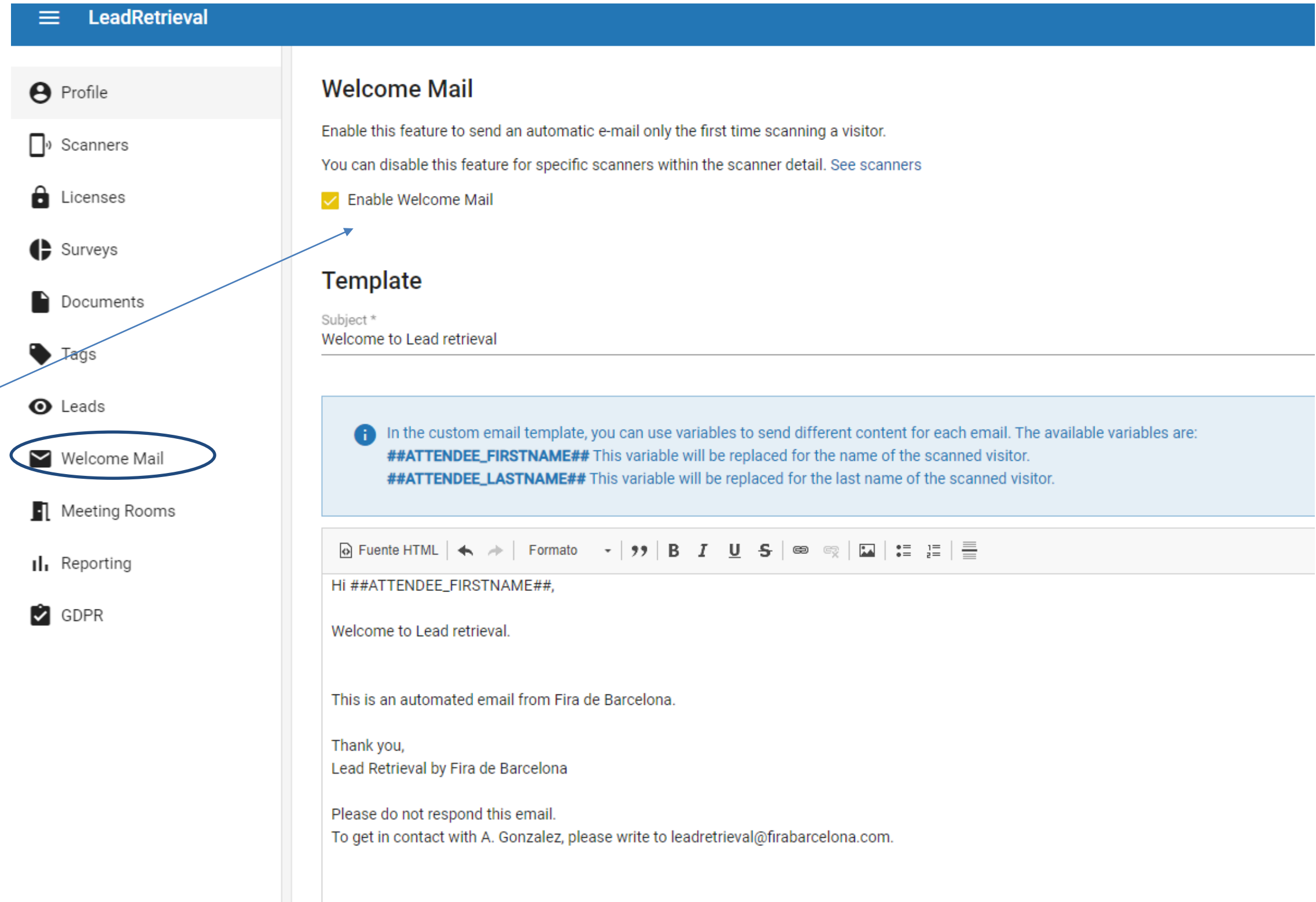Items per page: 10 ▾   1 - 2 of 2 |<   <   >   >|

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WELCOME E-MAIL

SET IT UP

Access your account on the Web Portal and on the menu go to ''Welcome E-mail''.

To be able to use the feature, please make sure to enable it.

Write the subject and the e-mail body and save.

This welcome e-mail will be sent through the APP only the first time you scan someone.

⚠️ We advise that you keep the e-mail simple and, if possible, to create it directly on our web portal.

☰ LeadRetrieval

- 👤 Profile
- 📱 Scanners
- 🔒 Licenses
- ◑ Surveys
- 📄 Documents
- 🏷️ Tags
- 👁 Leads
- ✉️ Welcome Mail
- 🏢 Meeting Rooms
- 📊 Reporting
- ☑️ GDPR

Welcome Mail

Enable this feature to send an automatic e-mail only the first time scanning a visitor.

You can disable this feature for specific scanners within the scanner detail. See scanners

☑️ Enable Welcome Mail

Template

Subject *
Welcome to Lead retrieval

ℹ️ In the custom email template, you can use variables to send different content for each email. The available variables are:
##ATTENDEE_FIRSTNAME## This variable will be replaced for the name of the scanned visitor.
##ATTENDEE_LASTNAME## This variable will be replaced for the last name of the scanned visitor.

⟨⟩ Fuente HTML ↶ ↷ Formato ▾ ❝ **B** *I* U S 🔗 🔗 🖼 ▤ ▥ ▤

Hi ##ATTENDEE_FIRSTNAME##,

Welcome to Lead retrieval.

This is an automated email from Fira de Barcelona.

Thank you,
Lead Retrieval by Fira de Barcelona

Please do not respond this email.
To get in contact with A. Gonzalez, please write to leadretrieval@firabarcelona.com.

WELCOME E-MAIL

SCANNERS

To disable the Welcome e-mail on a specific scanner go to ''Scanners'' on the menu.

Then click here to access the information of that scanner.

Finally, once in the detailed information, you can toggle off the welcome e-mail here

#	Name	Badge number	Device Id	Role	Active
6348	Generic Scanner	-		Scanner	

Scanner information

Name: Generic Scanner

Device Id:

Role: Scanner

Active: Yes

Number of comments: 1

Number of tags: 2
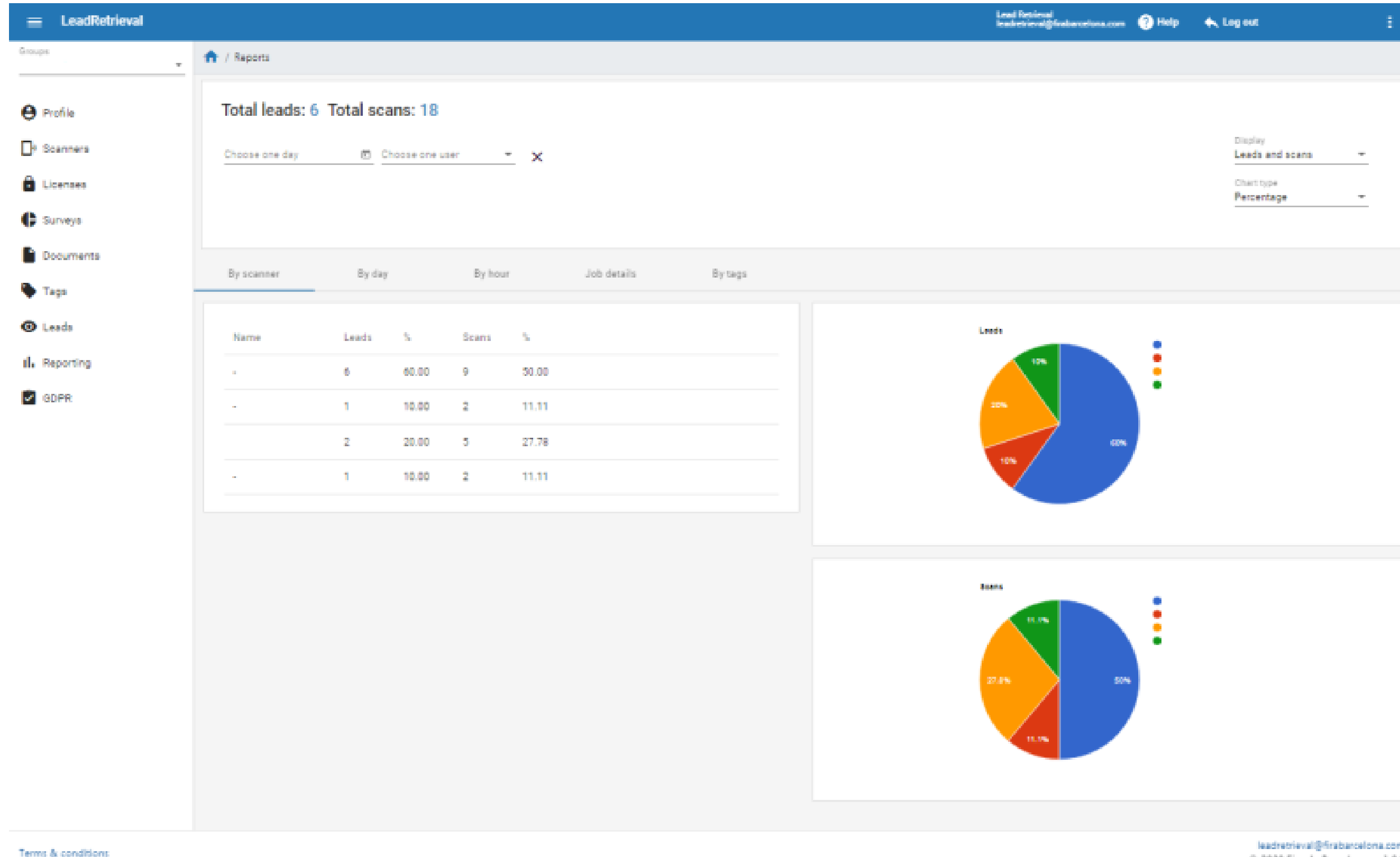
Number of surveys: 1

Number of visits: 7

Number of GDPR: 7

Configuration

☑ Enable Welcome Mail

You can disable Welcome Mail functionality for this scanner only.

REPORTS

The Web Portal offers leads statistics and reporting with many options and filters inside the Reporting tab.

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

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OTHER MANUALS

USER MANUAL

Find more in-depth information about the service and its components

APP MANUAL

Discover how the Lead Retrieval APP works.

GDPR GUIDELINES

EXPORT YOUR DATA

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Contact us

EMAIL

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