LEAD RETRIEVAL
by FIRA BARCELONA

Convert contacts into leads in a real-time with Contact scanner
of Lead retrieval by Fira de Barcelona

Lead Retrieval by Fira Barcelona

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WHAT IS LEAD RETRIEVAL? How does it work?

Lead Retrieval (LR) is a service for capturing and following up with the leads at the event.
Lead Retrieval by Fira is not only a contact scanner for getting the contact info, it also helps to obtain more detailed information about your stand visitors.

Our service consists from: **Mobile Solution** and **Web Portal.**
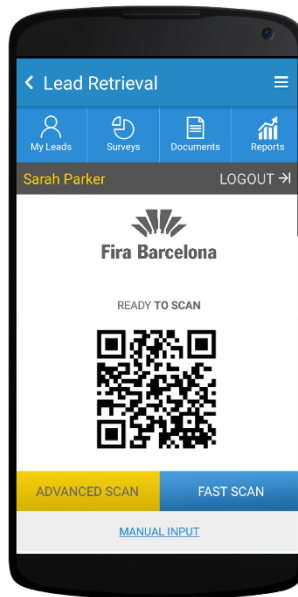
Mobile Scanner is used to scan visitors' badges and capture their contact information to monitor potential clients and classify them at the time they are scanned.

Web Portal acts as a database for managing the scanned leads. It is used for configuring LR service for the event, monitoring lead capturing progress and for downloading lead information after the event in consolidated Excel file.

The benefits of using Fira's Lead Retrieval

The benefits of using Lead Retrieval:

1. Provides lead contact information capturing solution.

  Information captured by LR:

- Name and last name of the visitor
- Company and job position
- Contact details: email, phone number

2. Provides sophisticated features for obtaining more detailed information about potential clients:

- Create and conduct surveys
- Send documents to scanned leads
- Tag your scanned leads
- Take notes

3. Acts like a mini CRM during the event

Access and visualize your company's lead statistics with several options of reporting and filters, and easy export in Excel file for later import into your CRM.

4. Allows live team performance tracking on capturing the leads from anywhere at any time.

In the Web Portal visualize statistics of your leads and monitor how many leads has scanned each team member.

5. All the data captured is stored in real time and is immediately accessible via the Web Portal.

6. Access to all the contact details of event <u>visitors.</u>

Surveys

A fast way of getting more information on your visitors

How relevant is this lead to your business? What products are they interested in? What do they know about your business? Use Lead Retrieval to get more comprehensive information about your visitors, conduct surveys with unlimited questions, and get to know your potential clients. After the event you can use all this information for a more personalised follow-up.

How does it work?

Create multiple surveys on the Web Portal prior to the event and conduct them on the Mobile Scanner during event, right after scanning the lead. When event is over, download all the gathered lead information (including survey answers) in a single Excel file for the further analysis.

After the event, use this information for a more personalised follow-up of your leads.
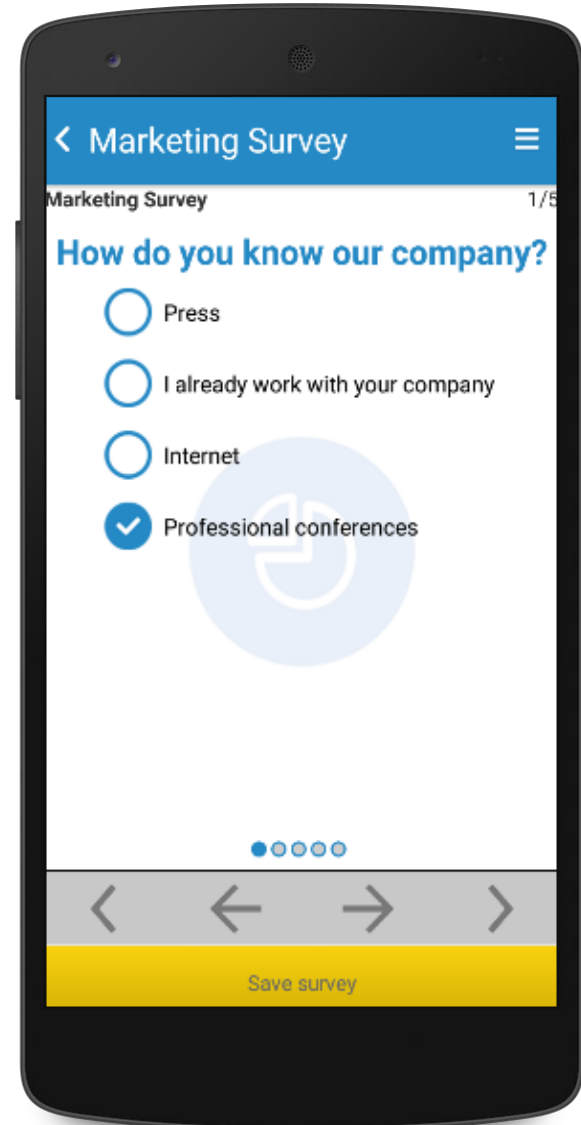
Documents

Accelerate the follow up with your leads and send them information in a real time.

Is your visitor very interested in learning more about your products? Or perhaps they already want to place an order? Send them your product catalogue or an order form while you are still talking to them. Lead Retrieval lets you send various document formats or links, including video links, in real time using the Mobile Scanner.

How does it work?
Upload files (PDF, Word, Excel, PowerPoint, .zip, .rar) or links (videos, websites) to the Web Portal of Lead Retrieval before the event, then send the documents to your leads during the event.
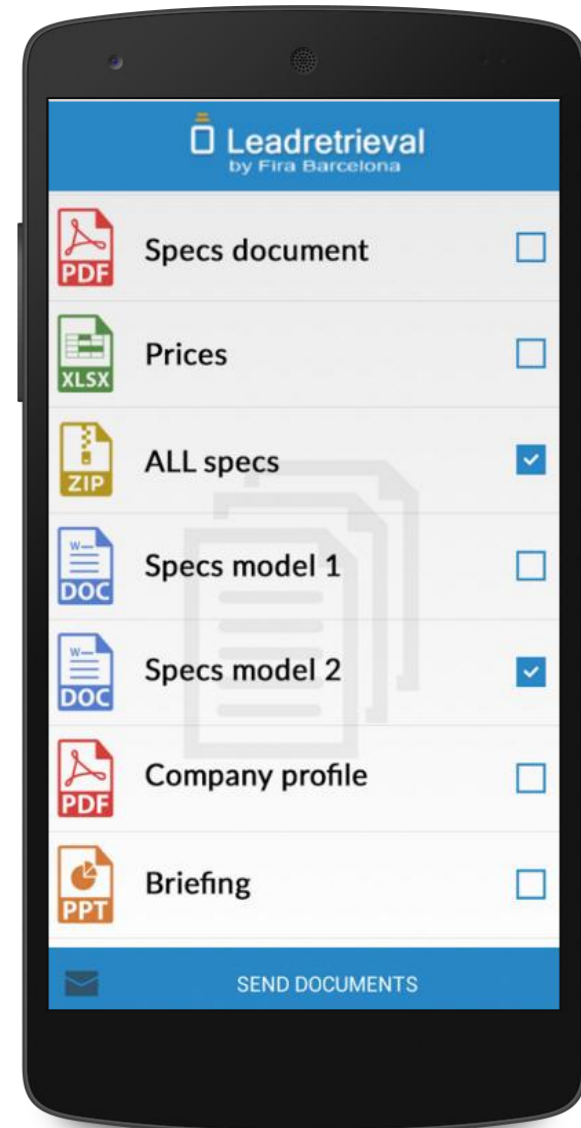
The features of Lead Retrieval

Tags

Classify your stand visitors to the categories of your definition. Make it easier to analyze the lead follow up after the event.

Numerous visitors are likely to pass by your stand and not all of them will be potential clients. To filter and classify quality leads you can create tabs, such as 'Interested in Product A', 'Interested in Product B', 'Not a lead', 'Do an immediate follow-up', and so on. Tagging your leads will help you to segment your visitors more efficiently and arrange a more personalised follow-up after the event.

How does it work?

Tags can be created via Lead Retrieval Web Portal prior to the event. During event tag your leads with the labels right after scanning the badge.

The tag will be reflected in final lead list.
Tags are visible only for you (not for visitors).

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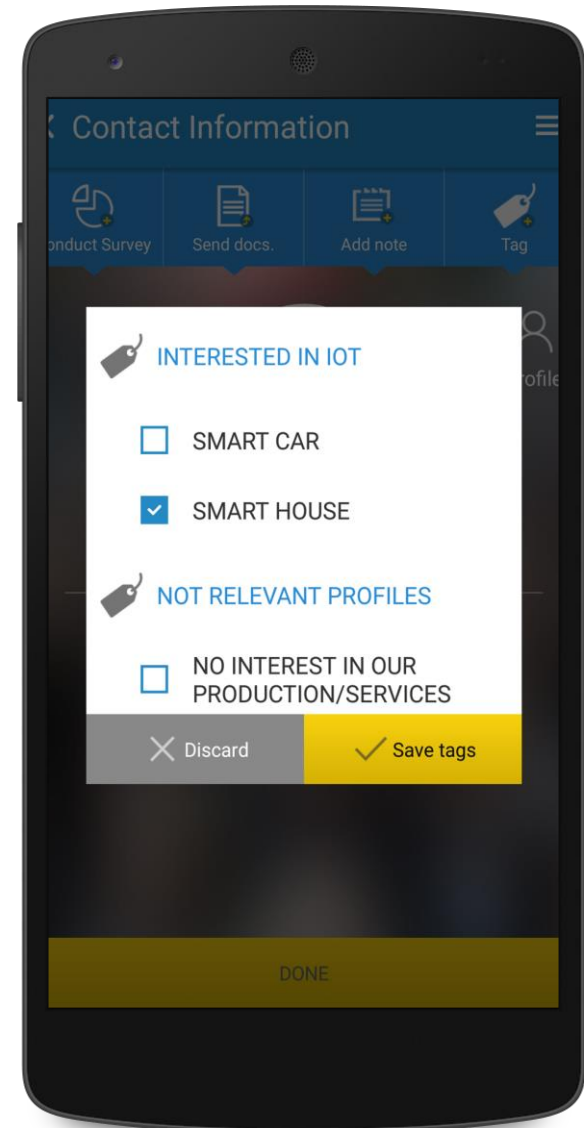
Notes

Make notes of important information about your visitor after scanning their badge.

You've spoken to one of your visitors and they are very interested in your products. Perhaps you want to set up a meeting with that lead after the event? Make a note about this lead. The note will appear in the exported file of all your leads after the event.

How does it work?

Scan the visitor's badge and add a note. Or search for the contact in the list of all the scanned leads and add the note there. The note is private and can only be viewed by you (not your visitors).

Make a note about your lead
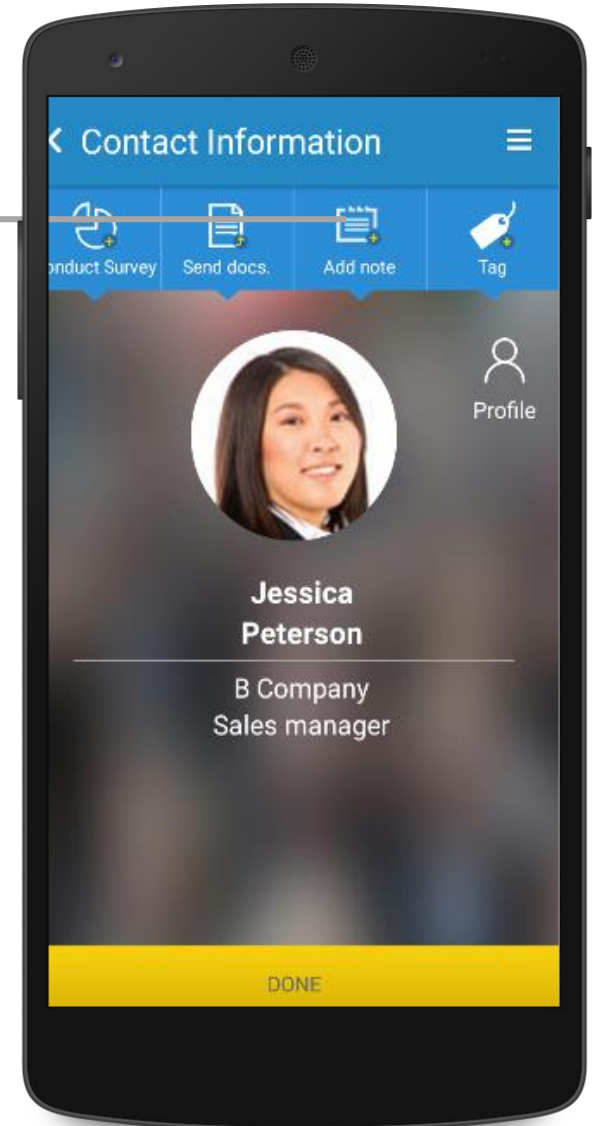
The features of Lead Retrieval

Mobile Scanner stats

Be informed about the lead capturing progress and your team performance at any time from any location.

View scanning statistics through reports with different filters from your Mobile Scanner.

Web Portal stats

Are you interested in tracking your team's lead scanning performance while you're at the office? You can always enter the Web Portal and view the lead capture process using the advanced reporting and statistics options. In addition you can view the scanning results of every member of your team.
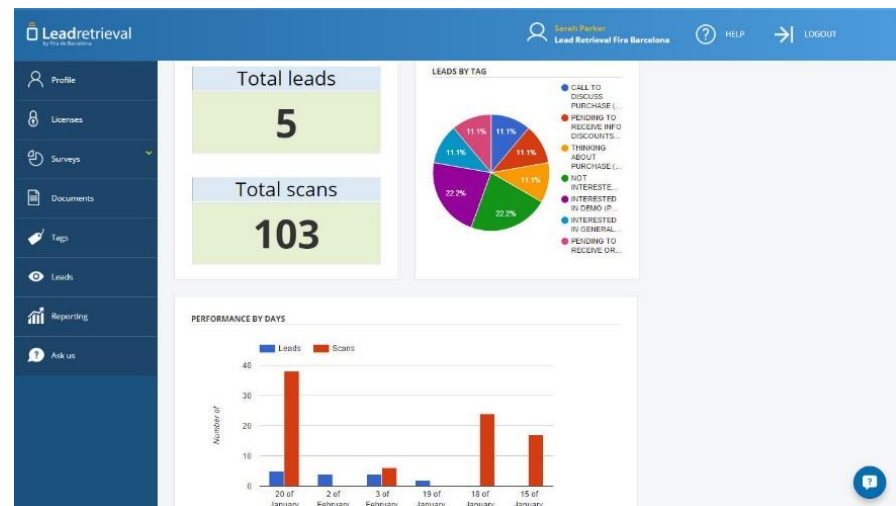
Order the Lead Retrieval service now!

Rental prices of Mobile Scanners:

SAP Code	Description	Price
512197	1 scanner	350 €
512199	3 scanners pack	975 €
512201	5 scanners pack	1.500 €
512206	10 scanners pack	2.500 €

*If you want to rent 11 scanners or more, contact us for a special discount.
Place your order in the AEX (Exhibitors' Area, eCommerce) or contact us at
leadretrieval@firabarcelona.com

What does the Lead Retrieval service include?

Fira Barcelona's Lead Retrieval service includes:

- Access to the online Web Portal
- Rental of the Mobile Scanner (a mobile Android device with 4G data connectivity during the whole event, a mobile charger, and the Lead Retrieval app)
- Customer service before, during and after the event by email and telephone
- Customer service during the event in person at the exhibitor's stand
- Delivery and collection of the Lead Retrieval Mobile Scanner: delivery before the event directly to your stand, and collection on the last day of the event (schedule of your choice)
- Access to the leads of all the event visitors
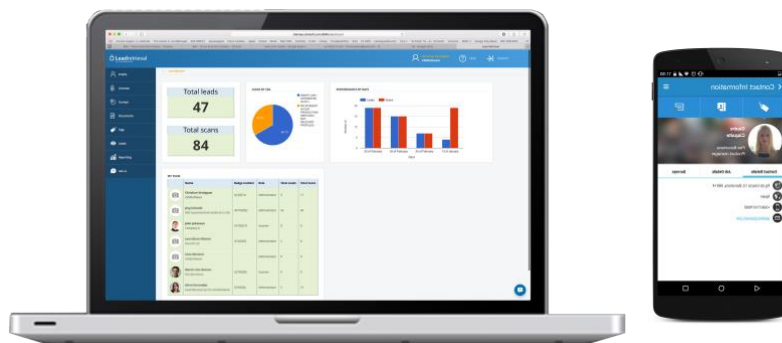
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Further information:

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