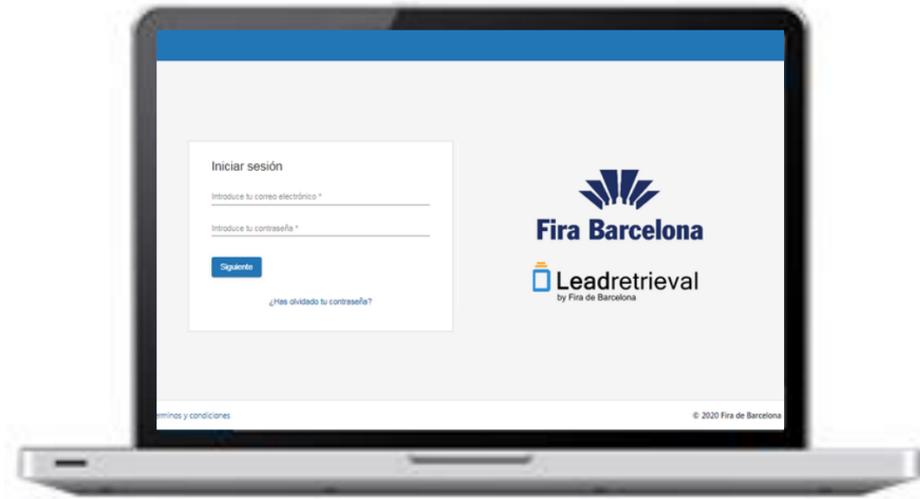


# Web Portal Manual

Convert leads into qualified  
business opportunities in  
real-time

# WEB PORTAL



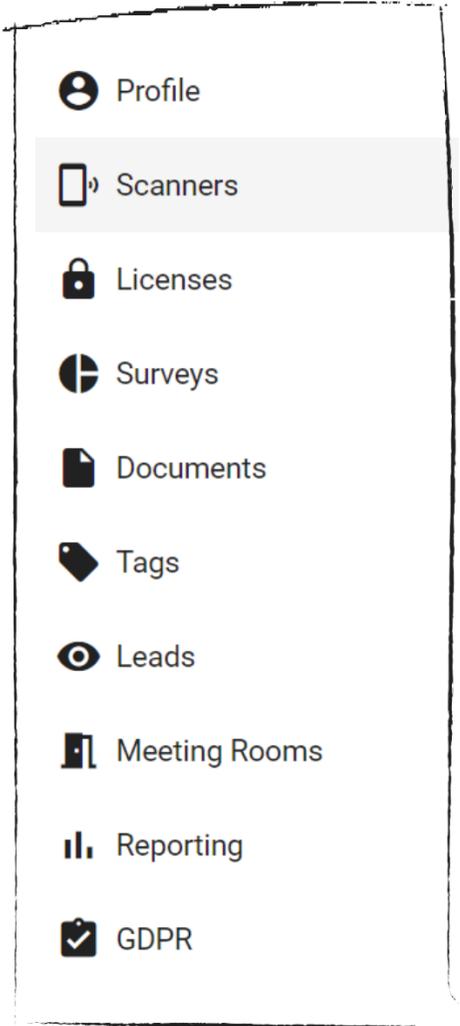
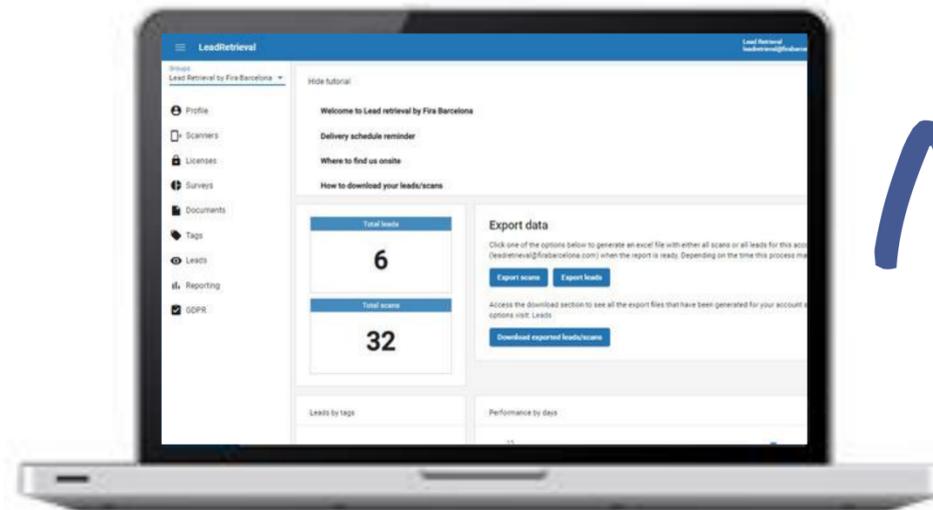
## ACCESS THE WEB PORTAL

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

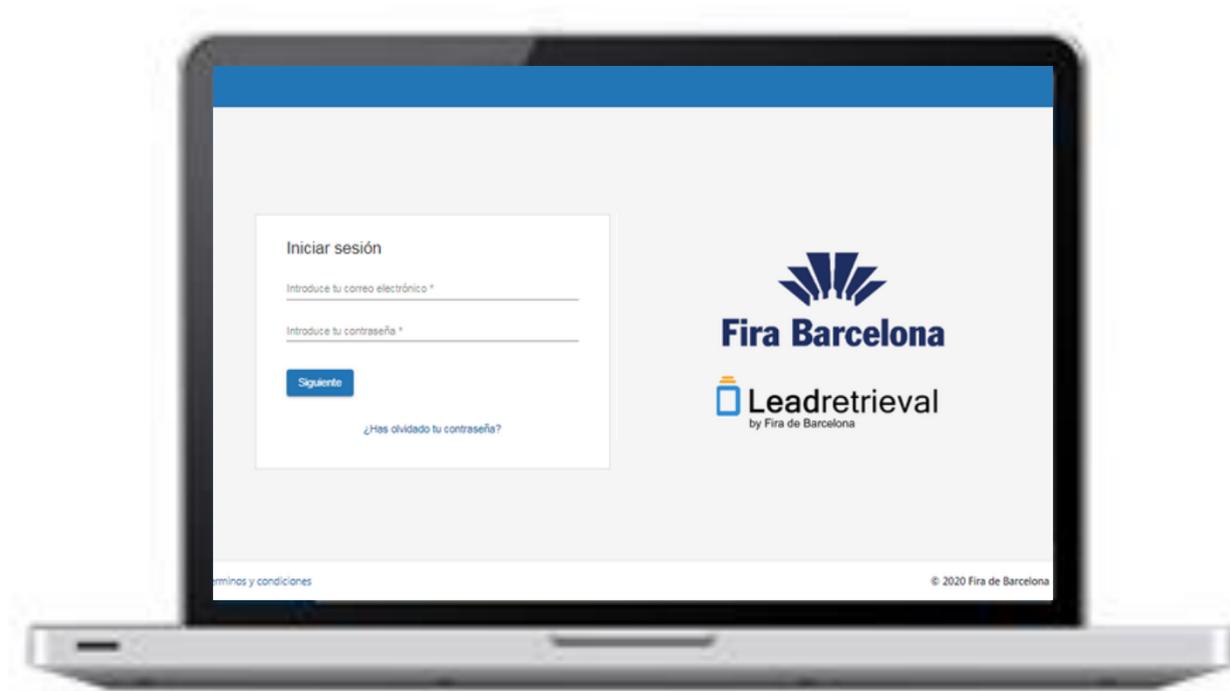
## CUSTOMIZE THE SERVICE

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



## SIGN IN

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.

# 02

# MENU

Groups

Lead Retrieval by Fira Barcelona 

-  Profile
-  Scanners
-  Licenses
-  Surveys
-  Documents
-  Tags
-  Leads
-  Meeting Rooms
-  Reporting
-  GDPR

**Access to your events/accounts**

**Change your account information**

**List of logged scans**

**Licenses information and company code**

**Create surveys and configure workgroups**

**Upload documents**

**Create tags**

**View and download your leads/scans**

**View and download your meeting rooms reports**

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

**Create a consent pop-up**

03

# 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**

# GDPR CONSTENT POP-UP

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

Groups  
Lead Retrieval by Fira Barcelona

## 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 information.

- Enable GDPR
- Force GDPR visualization after each advanced scan
- Force GDPR visualization after each fast scan

### Display fields

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

Url description  
Read our GDPR documentation

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

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

Custom field #2  
 No, I do not confirm I would like to receive marketing contact 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

05

# SURVEYS

Lead Retrieval

Lead Retrieval  
leadretrieval@fira-barcelona.com

Help Log out Recover user

Groups  
Lead Retrieval by Fira Barcelona

Home / Surveys / Edit

### Survey Information

Description \*  
Survey

Name \*  
Survey

Visible

### Questions:

**Question 1**

Question type \*  
simple choice

Mandatory

Visible

Description \*  
Question1

Question text \*  
Question1

**Answer 1**

Description \*  
Answer1

Add answer

↓ ×

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.

06

# WORKGROUPS

Home / Surveys / Work groups / Edit

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

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

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

Other scanners by badge number

add scanners manually  
(with their badge id)

Badge number:  Add

ADD

07

# 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.

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

Groups  
Lead Retrieval by Fira Barcelona

Documents

### Document list

+ Upload file + Add link Search

Name	File	Actions
FILE1	ENG MWC USER GUIDE.pdf	± 🗑
FILE2	ENG_MWC APP MANUAL.pdf	± 🗑
FILE3	ENG_MWC How to download your data.pdf	± 🗑
FILE5	User manual_ENG 03.2019.pdf	± 🗑

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

Items per page: 10 1-7 of 7 |< < > >|

# 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.

The screenshot displays the 'Lead Retrieval' web portal interface. The top navigation bar includes the application name 'Lead Retrieval', the user email 'leadretrieval@firabarcelona.com', and links for 'Help', 'Log out', and 'Recover user'. The sidebar on the left shows a 'Tags' menu item highlighted with an orange circle. The main content area is titled 'Tags' and features a 'New tag' form with the following fields:

- Category name \***: 'Category name' (with example: 'Potential client')
- Or select existing one**: A dropdown menu.
- Tag name \***: 'Tag name' (with example: 'Interested in demo')

A 'Create tag' button is located at the bottom right of the form. Below the form is the 'Available Tags' section, which includes a search bar and a table of existing tags.

Category name	Tag name	Actions
FOLLOW UP	CALL TO DISCUSS PURCHASE	[icon]
NO INTEREST	NOT INTERESTED IN 'PRODUCT A'	[icon]
POTENTIAL CLIENTS	INTEREST IN DEMO	[icon]
POTENTIAL CLIENTS	INTERESTED IN GENERAL INFO	[icon]

# LEADS

The screenshot shows the 'Lead Retrieval' web portal interface. The top navigation bar includes the 'Lead Retrieval' logo, the email 'leadretrieval@firabarcelona.com', and links for 'Help', 'Log out', and 'Recover user'. The left sidebar shows a 'Groups' dropdown menu with 'Lead Retrieval by Fira Barcelona' selected, and a 'Leads' menu item highlighted with a red callout '1'. The main content area is titled 'Leads' and contains an 'Export data' section. This section explains that 'LEADS' are all attendees scanned with one line per attendee, and 'SCANS' are individual scans with multiple lines per lead. It provides instructions on how to generate an Excel file and mentions that an email will be sent when the report is ready. Two buttons, 'Export scans' and 'Export leads', are shown with a red callout '2' pointing to them. Below these buttons, there is a text instruction to access the download section and a 'Download exported leads/scans' button with a red callout '3'. The 'Leads' section below features a 'Choose scanner' dropdown, a 'Filter by scanner' section, and a search bar. A table header is visible with columns: 'Lastname', 'Firstname', 'Company', 'Jobtitle', 'E-mail', 'Scanner full name (Badge number)', and 'Actions'. Below the table header, the text 'List of all your Leads in real-time' is displayed.

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

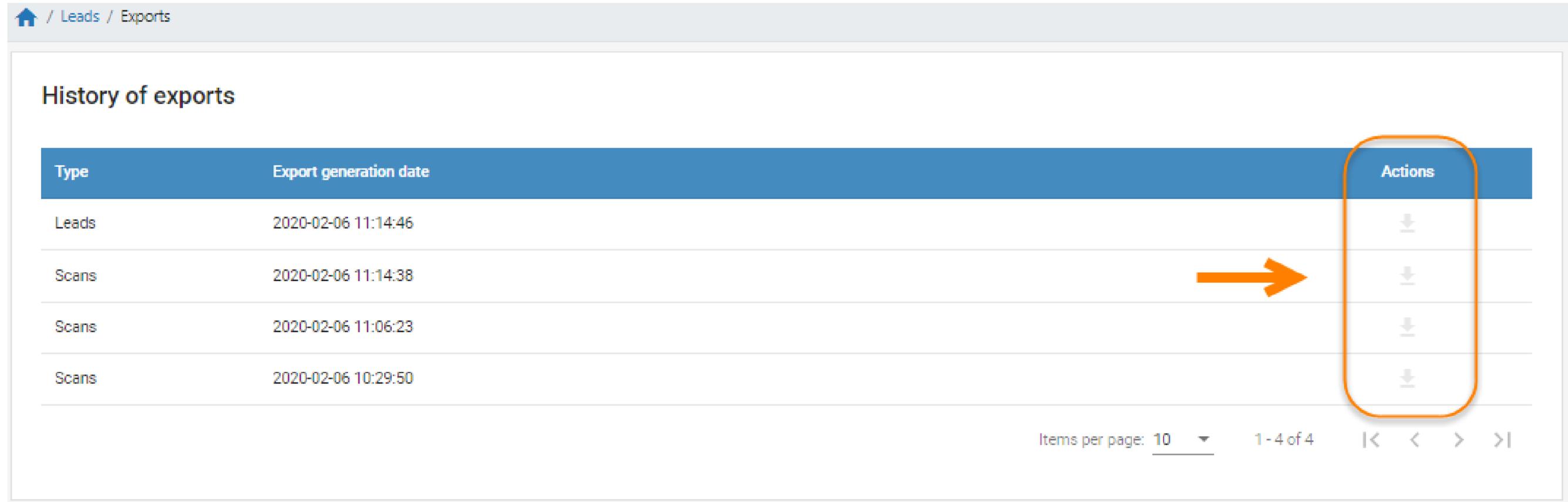
# LEADS

🏠 / Leads / Exports

### History of exports

Type	Export generation date	Actions
Leads	2020-02-06 11:14:46	↓
Scans	2020-02-06 11:14:38	↓
Scans	2020-02-06 11:06:23	↓
Scans	2020-02-06 10:29:50	↓

Items per page: 10 1 - 4 of 4 |< < > >|



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

# MEETING ROOMS

Export and download your Meetings reports

## Meeting Rooms scans

Export Meeting Rooms

Download exports

Select meeting

Meeting 4

Select a Meeting to view or export

x

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

Navigation icons: first, previous, next, last

# REPORTS

The screenshot displays the 'Reports' section of the 'Lead Retrieval' web portal. The top navigation bar includes the 'Lead Retrieval' logo, user email 'leadretrieval@firabarcatalonia.com', 'Help', and 'Log out' options. A left sidebar contains navigation items: Profile, Scanners, Licenses, Surveys, Documents, Tags, Leads, Reporting, and GDPR. The main content area shows a summary: 'Total leads: 6 Total scans: 18'. Below this are filter options: 'Choose one day' and 'Choose one user'. On the right, there are dropdowns for 'Display: Leads and scans' and 'Chart type: Percentage'. A tabbed interface allows switching between 'By scanner', 'By day', 'By hour', 'Job details', and 'By tags'. The 'By scanner' tab is active, showing a table with columns: Name, Leads, %, Scans, and %. The table contains four rows of data. To the right of the table are two pie charts: 'Leads' and 'Scans', each with a legend and four colored segments representing different categories.

Name	Leads	%	Scans	%
-	6	60.00	9	50.00
-	1	16.67	2	11.11
-	2	33.33	5	27.78
-	1	16.67	2	11.11

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...)

# OTHER MANUALS

## [USER MANUAL](#)

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

## [GDPR GUIDELINES](#)

## [APP MANUAL](#)

Discover how the Lead Retrieval APP works.

## [EXPORT YOUR DATA](#)

# Contact US



## EMAIL

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## WEBSITE

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