



Service user guide

Convert leads into qualified
business opportunities in
real-time

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I. What is Lead Retrieval by Fira Barcelona?

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.

Lead Retrieval by Fira is not only a scanner application to obtain contact information, it lets you contact with the visitor and get even more detailed and customizable information.



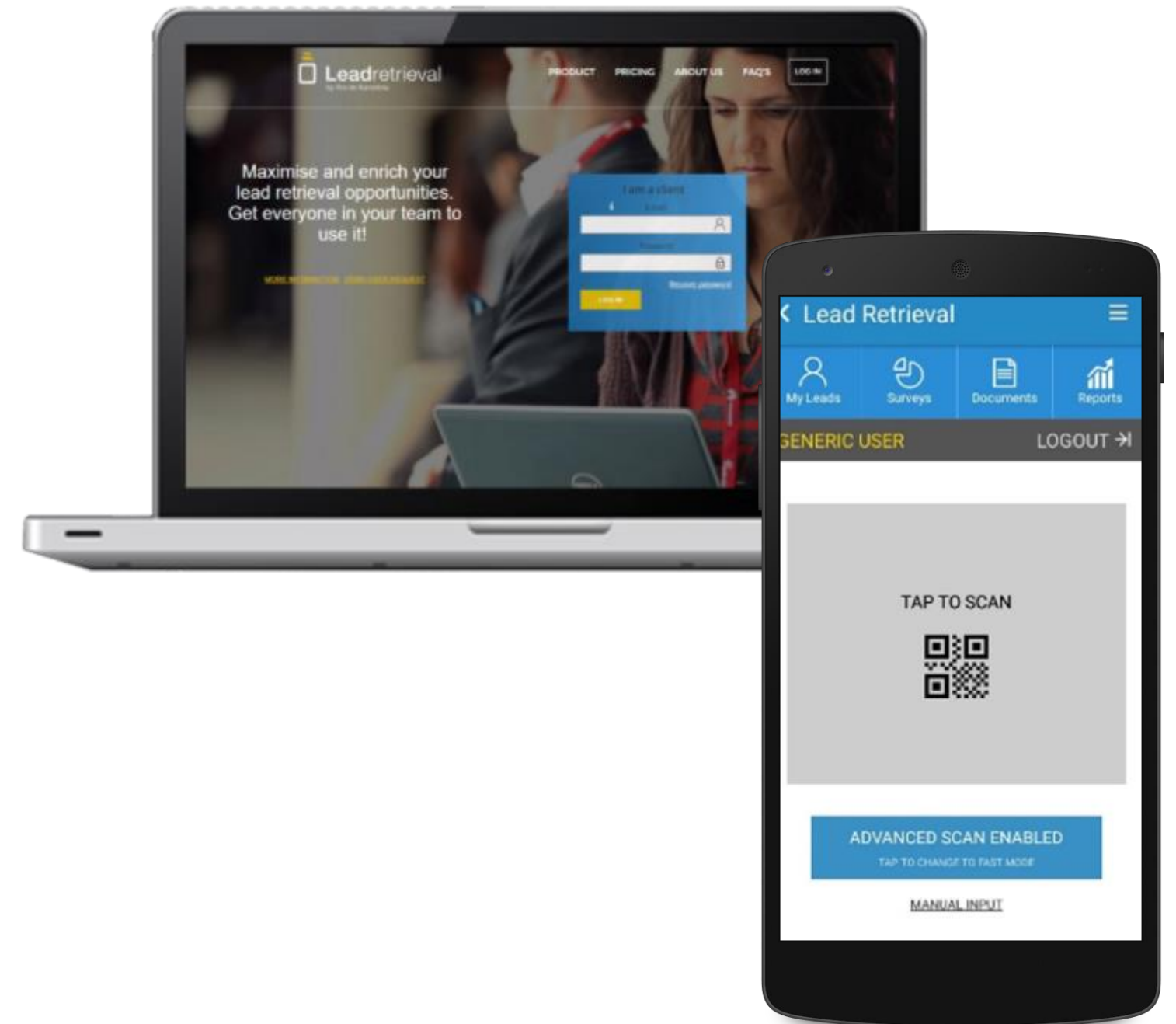
II. The product

WEB PORTAL

- I. Before the event:** Set up the service and additional features (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. The product

i. Benefits of Lead Retrieval by Fira Barcelona.

QUICK AND FAST

With Lead Retrieval, you can obtain the information of several potential clients in a moment and on site.

THE ADDITIONAL FEATURES

(such as notes, documents, surveys, tags, consent pop-up...) offer the possibility of making the information even greater.

IT HELPS CAPTURING MORE DETAILS

about the visitor, both basic and more detailed and tailored information.

GDPR COMPLIANCE

you will be able to speed up the process of contacting the people you're interested in via getting advanced consent on-site. **Please consult our [GDPR Guidelines for more information.](#)**

II. The product

ii. What do we offer?

Device scanner

Configured by our team and ready to use. Contains: 4G data, Lead Retrieval APP, box + charger.

Access to the web portal

Configure your service and additional features as well as download your information and observe reports all in real time.

Delivery + Pick-up

of the scanners, at your stand. We also offer training on the APP as well as onsite technical support.



For any lost/damaged device/charger there exists a quota of 200€ for scanner, 25€ por charger (lost/damaged)

III. The process of Lead Retrieval

ACCESS THE WEB PORTAL

- You will receive an e-mail with the credentials to access
- Configure the service and additional features to use in the app
- Plan the delivery of the scanners

AFTER THE EVENT

- Download the data captured through the web portal **until 3 months after the event**

DURING THE EVENT

- ### BUY THE SERVICE
- Through the e-commerce (found on the exhibitor's area) or through the lead retrieval team

- Before it starts, we will deliver the devices to your stand as well as perform a training of the APP
- Technical support onsite from start to finish
- On the last day, we will pick-up the devices on your stand

IV. How to buy Lead Retrieval?

E-commerce

Found through the **Exhibitor's Area** on your event's main official page.

*Available on e-commerce until the Saturday before the event

On-site

During the event, you will be able to purchase Lead Retrieval on-site through the service desk on the event venue.

If you wish to buy more than 10 scanners

Please contact us directly for a bulk discount at **leadretrieval@firabarcelona.com**

other manuals

[web portal manual](#)

[app manual](#)

[GDPR guidelines](#)

[full user manual](#)

[how to download your data](#)

Contact information

Landing

Find us on the official event's page:
--> </en/lead-retrieval>

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