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CONSUMER GOODS



**ambiente**

**3.–7.2.2023**  
FRANKFURT / MAIN

# LeadSuccess

The app for  
successful lead  
generation at your  
exhibition stand

**christmasworld**

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**creativeworld**

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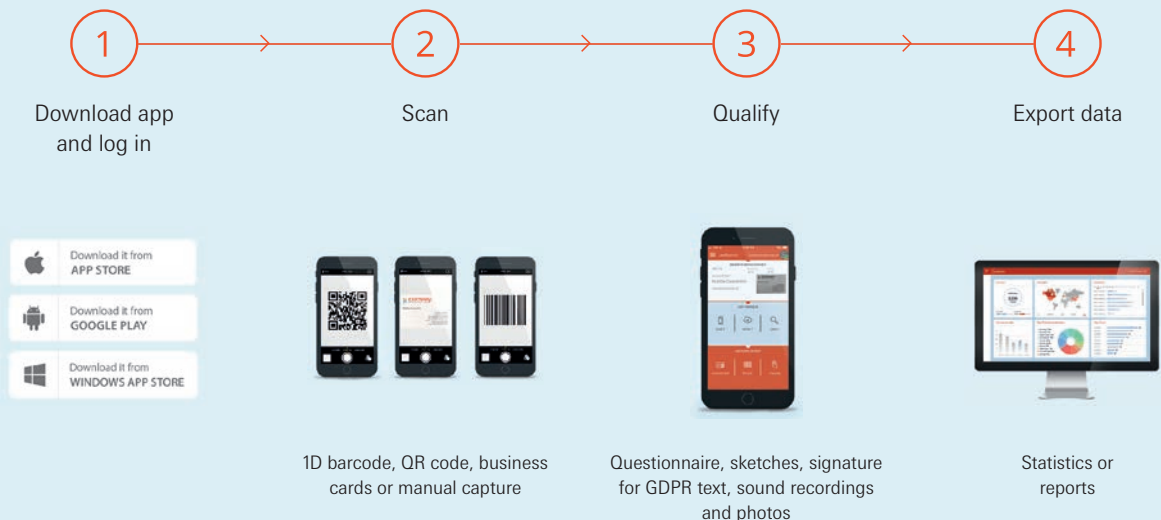
# Trade fair contacts simply generated and expertly used.

Each visitor to your stand represents an opportunity. With the LeadSuccess app, you can easily capture and analyse their contact data. **No more typing handwritten notes or sorting business cards! Never lose valuable information again!**

## Features and benefits

- Easy app configuration via the LeadSuccess web portal.
- Quick scanning of QR codes of visitor tickets or business cards.
- When scanning the visitor ticket QR codes, you obtain the following details: first name, last name, title, company, address, country, phone, e-mail and time of scan.
- You can edit scanned contacts and add your own information such as photos, voice notes or drawings. You can also create an individual questionnaire.
- Further data analyses are possible with the Premium or Professional evaluation variant.
- Simply download the data as an Excel file and integrate it into your CRM system.
- You can also download dashboards with a visual display of your data, analyses and statistics in Excel.
- Use the automated dispatch function for a thank you mailing directly from the LeadSuccess system.
- You can process data independently with your own user administration system via the LeadSuccess web portal.

## How does LeadSuccess work?



## For questions about LeadSuccess, please contact

Multimedia Shop Team  
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# Scan your opportunities.

Order now for the 2023 consumer goods fairs: Messe Frankfurt offers the versatile LeadSuccess app in two additional analysis versions via the Exhibitor Shop at [serviceshop.messefrankfurt.com](https://serviceshop.messefrankfurt.com) (Product Selection -> Marketing -> Lead Management). After placing your order, the access data will be sent to you by e-mail 4 weeks before the start of the fair. Your data and information will be available for you to retrieve and download up to 4 weeks after the event.

## LeadSuccess Classic app

### Individual licence

- Individual licence for your device
- Configuration via LeadSuccess web portal
- Address data entry using the app via ticket QR code or business card
- Download as Excel file
- Dashboard download with graphics and statistics
- Internet access required for data transfer

€152

### Additional licence €101

Only in conjunction with a LeadSuccess app. Additional app licences for additional devices

### iPad incl. individual licence

- Individual app licence including iPad
- Includes Internet connection
- Address data entry via QR code and business card
- Editing of contacts and addition of own information possible

€356

### QR code scanner incl. individual licence

- Individual app licence including QR code scanner
- Includes Internet connection
- Address data entry solely via QR code
- Editing of contacts and addition of own information (e.g. speech notes and drawings) possible – no photos

€356

## Additional data analyses

### Premium

- Can only be ordered as an upgrade to the LeadSuccess app
- With additional visitor characteristics from the visitor ticket

Professional and more comprehensive analysis of visitor data via the LeadSuccess web portal:

1. Additional visitor characteristics for each contact stored on the visitor ticket (industry, department, position, areas of interest, company size).
2. Download of contact list as an Excel file including additional characteristics and individually entered information.
3. Visitor analysis in the form of a dashboard with visualisation of the data in analysis charts and download as Excel file.
4. Possibility to merge selected characteristics in the dashboard with each other and analyse them in detail.

Classic app + €299

### Professional

- Includes Premium version
- Can only be ordered as an upgrade to the LeadSuccess app
- With additional visitor characteristics from the visitor ticket
- With analysis of the potential of your leads in comparison to the entire trade fair

Professional and more detailed analysis of visitor data via the LeadSuccess web portal including potential analysis to assess the performance of your trade fair presence:

1. Additional visitor characteristics for each contact stored on the visitor ticket (industry, department, position, areas of interest, company size) by scanning the ticket QR code.
2. Download of contact list as an Excel file including additional characteristics and individually entered information.
3. Visitor analysis in the form of a dashboard with visualisation of the data in analysis charts and download as Excel file.
4. Possibility to merge selected characteristics in the dashboard with each other and analyse them in detail.
5. The package also includes a potential analysis tool. You can only use the data scanned in via QR code for this. The data is compared with data for all visitors at the fair. This allows you to check the performance of your trade fair presence and whether you have achieved your goals. Example: 10% of the visitors you have scanned are from the wholesale sector. 40% of all visitors to the fair were buyers from the wholesale sector.

Classic app + €499