

LeadSuccess Basic: Package overview

Functionality of each package



LeadSuccess Basic

Basic	Classic Funktionsupgrade	Premium Analyse	Professional Analyse
Included in your marketing package (free of charge)	All services of the Basic package plus	All services of the Classic package plus	All services of the Premium package plus
Including 5 APP licenses for your own devices	Scanning of business cards and manual input of contacts	Dashboard incl. visualization of data in analysis charts	Potential analysis of your leads in relation to the entire trade fair
Address data capture via APP using QR-Code of visitor ticket, note field included	individual fair report for further qualification of contacts	Possibility to cross-reference and analyze selected data in the dashboard	The data scanned from the ticket is compared with all the visitors who have been on site
Transmitted visitor data: First name, last name, company, email, phone, adress, country, scan-time	Appendix of photos, voice memos and sketches GDPR signature field	Additionally submitted visitor data by scanning the visitor ticket: industry, department, function, area of interest	on site
export of the data as an Excel file via the LeadSuccess web portal	Automated sending of mailings to recorded contacts possible		
FREE OF CHARGE	199 €	308 €	514 €

LeadSuccess Basic: Complementary products

More LeadSuccess products to complete your trade show presence







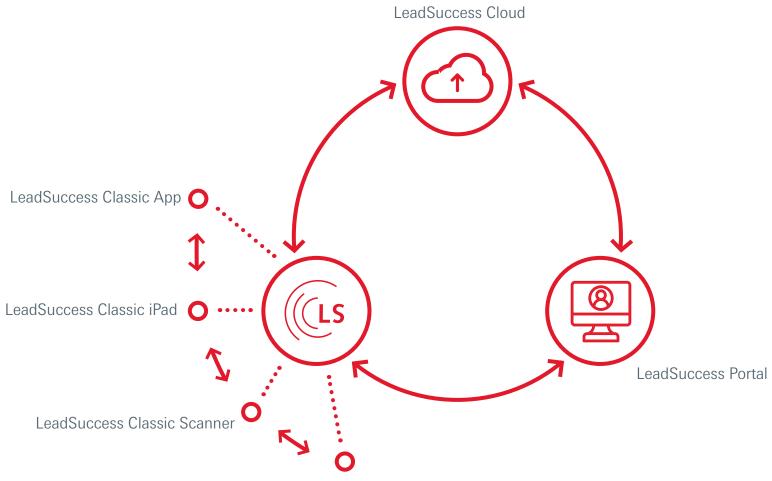
Order all your LeadSuccess products easily in our **Shop for Exhibitor Services**.

LeadSuccess products: Modular combination possible!

In our modular system, all products are synchronised with the LeadSuccess portal for easy setup and management.



LeadSuccess



LeadSuccess Premium/Professional Analysis

LeadSuccess Portal

Manage and control your event via the LeadSuccess portal. Included in every package.



LeadSuccess

Benefits: Funktionen in LeadSuccess Portal **Basic** Classic User administration Export contact details to Excel Dashboard with statistics and graphics Digital questionnaire Mailing User administration - individual design of colours and user interface (corporate identity) Export Excel / PDFs **GDPR-compliant**



LeadSuccess Basic App License packages

Collect your leads with your tablet or smartphone



The package includes:



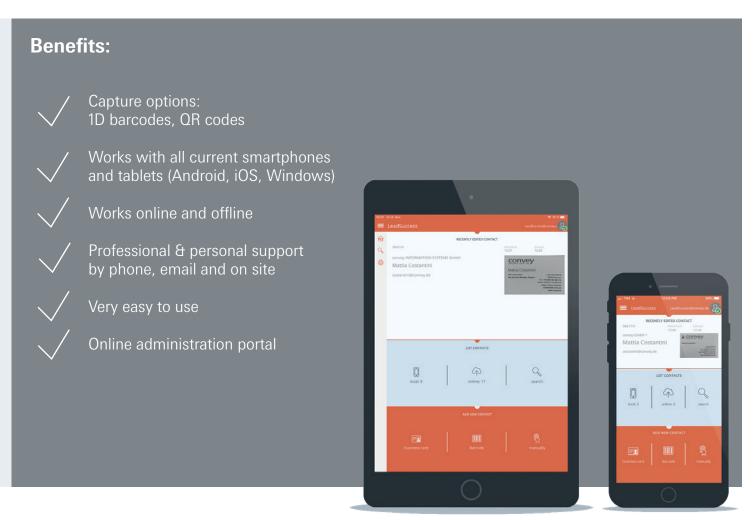
Additional licenses to the 5 free app licenses



Access to the LeadSuccess Portal



Support



LeadSuccess Basic App License packages

Procedure



Download the app and log in

The app is available in all popular app stores (Android, iOS, Windows) and must be downloaded to your own device.



Scan 1D barcode, QR code



Qualify

Completing the memo field



Export data

Contact list as Excel



LeadSuccess Basic QR code scanner

The LeadSuccess Mobile App with a preconfigured device with integrated QR code scanner



The package includes:



The LeadSuccess Mobile App



Pre-configured scanning devices with integrated QR code scanner and touch display



Access to the LeadSuccess portal

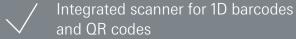


Support



Messe Premium Wifi

Benefits:







Works online and offline

Professional & personalised support by phone, email and on site

Online administration portal



LeadSuccess Basic QR-Code Scanner

Procedure



You pick up the preconfigured device

LeadSuccess Support, Counter in Torhaus, Level 3



Capture

1D barcode, QR code



Qualify

Completing the memo field



Export data

Contact list as Excel



LeadSuccess Basic iPad

The LeadSuccess Mobile App with a preconfigured iPad



The package includes:



The LeadSuccess Mobile App



Preconfigured iPad for scanning QR code



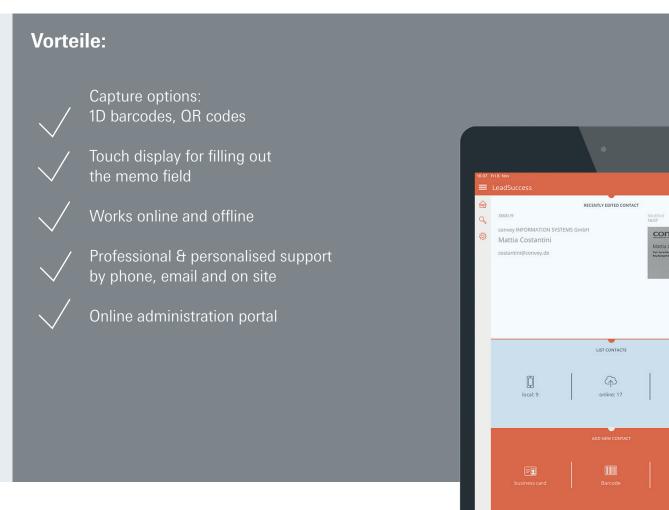
Access to the LeadSuccess portal



Support



Messe Premium Wifi



LeadSuccess Basic iPad

Procedure



You pick up the preconfigured iPad

LeadSuccess Support, Counter in Torhaus, Level 3



Capture

1D barcode, QR code

Qualify

Completing the memo field



Export data

Contact list as Excel



LeadSuccess Basic API

Use our API to connect your own lead management solution to LeadSuccess and receive the data from the trade fair tickets!



Benefits:



Access to the LeadSuccess API



Complete documentation about the API



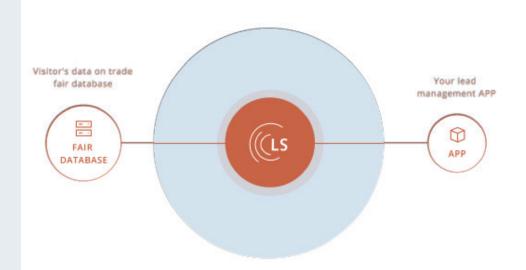
Up to 4 hours of e-mail support with the developers



Test server for interactive testing of the API functions



Sample source texts for direct use or as a guide for your own implementation



5.000 €

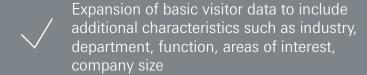
LeadSuccess Premium Analysis

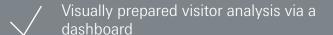
Get more data on your visitors and benefit from the additional visitor analysis via a dashboard



LeadSuccess

Benefits:

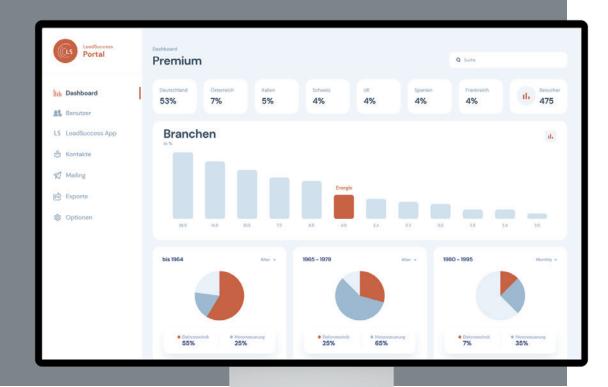




Option to cross-select selected features in the dashboard and analyse them in detail as required

Excel download of the contact list including additional features

Excel download of the dashboard including graphics



LeadSuccess Professional Analysis



The LeadSuccess Professional Analysis - Get more data on your visitors and benefit from additional potential utilisation via a dashboard

LeadSuccess

Benefits:

- Utilisation of potential to evaluate the performance of your trade fair presence
- Expansion of the basic visitor data to include additional characteristics such as industry, department, function, areas of interest, company size
- Visualised visitor analysis via a dashboard with additional data on all visitors to the trade fair
- Option to cross-reference selected characteristics in the dashboard and link them to the visitor data as a whole
- Excel download of the contact list including additional characteristics
- Excel download of the dashboard including graphics

