

**creativeworld**

**6.–9.2.2026**  
**FRANKFURT / MAIN**



## **LeadSuccess**

**Understand customers**  
**Seize opportunities**  
**Ensure success**

With LeadSuccess, you  
don't just capture leads –  
you gain

- ✓ structured knowledge  
of your target group,
- ✓ identify potential,  
and measurable  
success at your  
trade show.

➔ Find out  
more!



# What LeadSuccess can do for you



LeadSuccess

## Digital contact capture

- Via QR code or business card scan – simple, offline-capable and GDPR-compliant.
- All information directly in the app – including notes, audio, images and signatures.



## Live analysis and real-time reporting

- Interactive dashboard with evaluation of your visitor data – directly during the trade fair.
- Insights into industries, roles, interests and regions.
- Data combination and pattern analysis to identify potential.
- Comparison with the total visitor numbers for the trade fair.



## Seamless integration

- Data export as Excel, PDF or directly to your CRM system (e.g. Salesforce, HubSpot, Dynamics).
- REST API interface possible – for efficient transfer to sales and marketing.



# LeadSuccess Basic: Package overview

Functionality of each package



LeadSuccess

| Basic                                                                                                                                                                                                                                                                                                                                                                                                                                                | Classic<br>Funktionsupgrade                                                                                                                                                                                                                                                                                                                                                                   | Premium<br>Analyse                                                                                                                                                                                                                                                                                                                                                               | Professional<br>Analyse                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>✓ Included in your marketing package (free of charge)</li><li>✓ Including 5 APP licenses for your own devices</li><li>✓ Address data capture via APP using QR-Code of visitor ticket, note field included</li><li>✓ Transmitted visitor data: First name, last name, company, email, phone, address, country, scan-time</li><li>✓ export of the data as an Excel file via the LeadSuccess web portal</li></ul> | <ul style="list-style-type: none"><li>✓ All services of the Basic package plus</li><li>✓ Scanning of business cards and manual input of contacts</li><li>✓ individual fair report for further qualification of contacts</li><li>✓ Appendix of photos, voice memos and sketches</li><li>✓ GDPR signature field</li><li>✓ Automated sending of mailings to recorded contacts possible</li></ul> | <ul style="list-style-type: none"><li>✓ All services of the Classic package plus</li><li>✓ Dashboard incl. visualization of data in analysis charts</li><li>✓ Possibility to cross-reference and analyze selected data in the dashboard</li><li>✓ Additionally submitted visitor data by scanning the visitor ticket: industry, department, function, area of interest</li></ul> | <ul style="list-style-type: none"><li>✓ All services of the Premium package plus</li><li>✓ Potential analysis of your leads in relation to the entire trade fair</li><li>✓ The data scanned from the ticket is compared with all the visitors who have been on site</li></ul> |
| FREE OF CHARGE                                                                                                                                                                                                                                                                                                                                                                                                                                       | 204 €                                                                                                                                                                                                                                                                                                                                                                                         | 316 €                                                                                                                                                                                                                                                                                                                                                                            | 527 €                                                                                                                                                                                                                                                                         |

# LeadSuccess Basic: Complementary products

More LeadSuccess products to complete your trade show presence



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| LeadSuccess Basic license packages<br>additional Accesses/<br>licenses | LeadSuccess Basic iPad incl. license to<br>scan admission tickets | LeadSuccess Basic QR-Code Scanner<br>Barcode scanner<br>incl. license to scan<br>admission tickets | LeadSuccess Basic API Interface to your<br>lead management tool |
|------------------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 1 piece                                                                |                                                                   |                                                                                                    |                                                                 |
| 10 pieces                                                              |                                                                   |                                                                                                    |                                                                 |
| 25 pieces                                                              |                                                                   |                                                                                                    |                                                                 |
| 103 €                                                                  | 255 €                                                             | 255 €                                                                                              | 5.125 €                                                         |

Icons: People, iPad, QR-Code Scanner, API



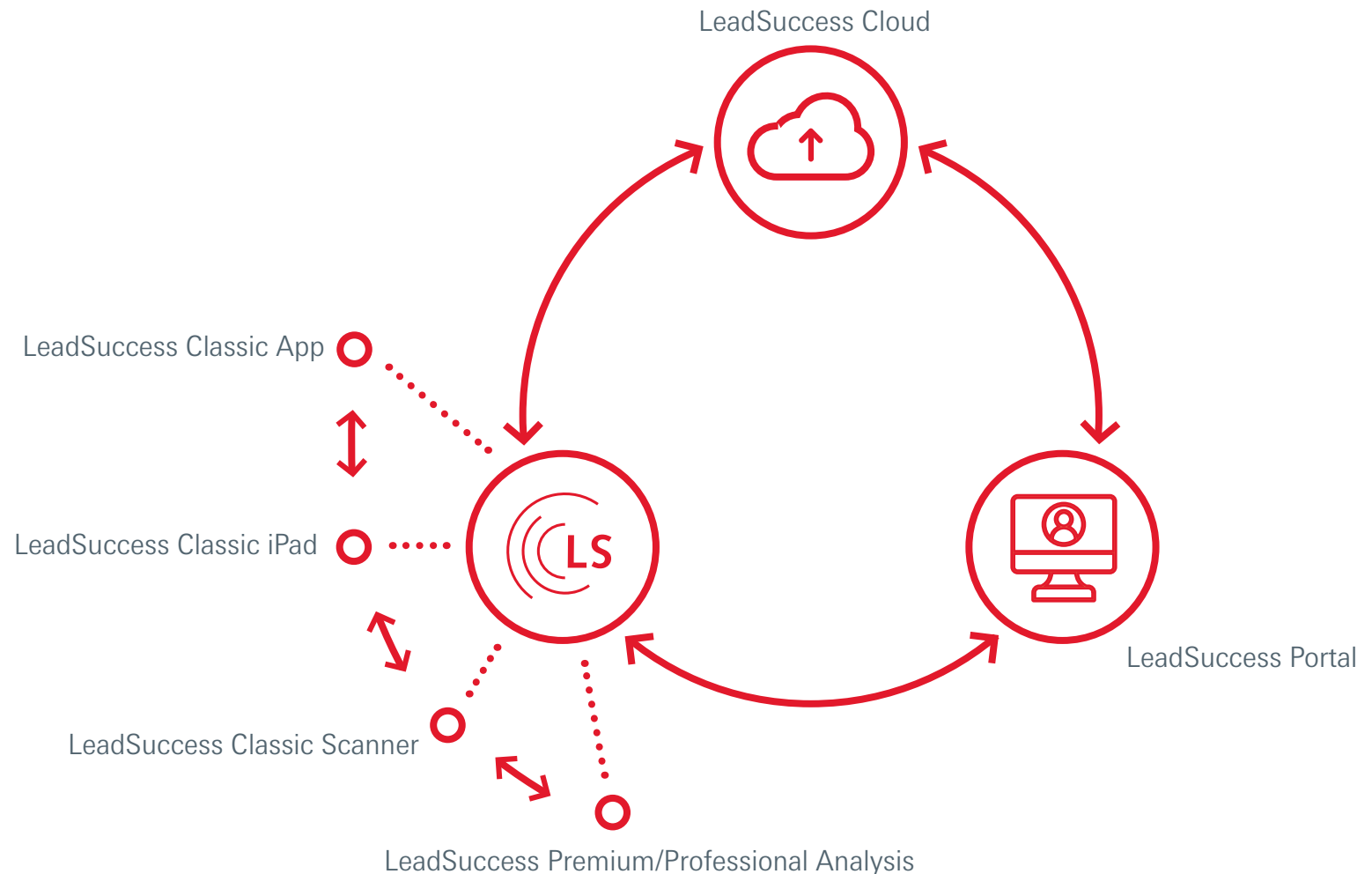
Order all your LeadSuccess products easily in our [Shop for Exhibitor Services](#).

# LeadSuccess products: Modular combination possible!

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



LeadSuccess





# LeadSuccess Portal

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



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## Benefits:



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

## Funktionen in LeadSuccess Portal

### Basic

### Classic



# LeadSuccess Basic App License packages

Collect your leads with your tablet or smartphone



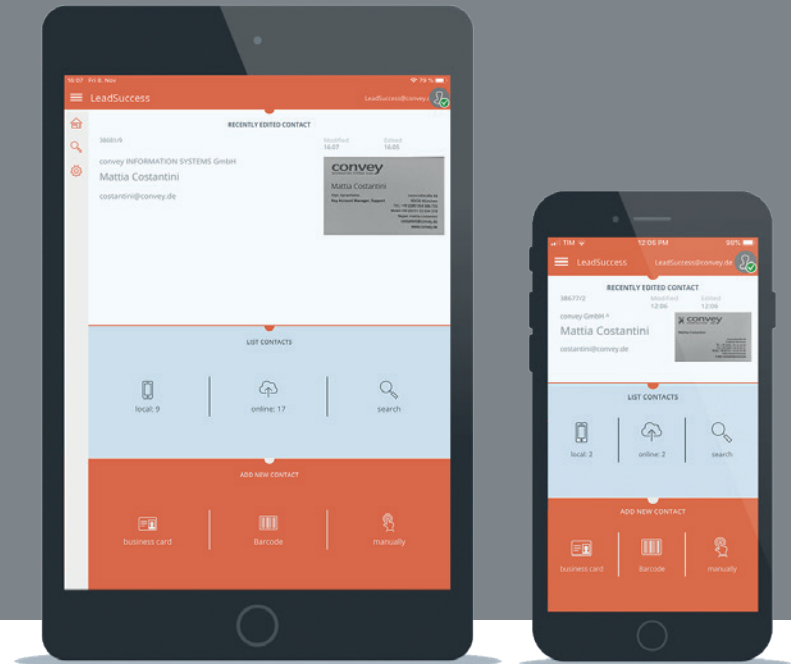
LeadSuccess

## The package includes:

-  Additional licenses to the 5 free app licenses
-  Access to the LeadSuccess Portal
-  Support

## Benefits:

- ✓ Capture options: 1D barcodes, QR codes
- ✓ Works with all current smartphones and tablets (Android, iOS, Windows)
- ✓ Works online and offline
- ✓ Professional & personal support by phone, email and on site
- ✓ Very easy to use
- ✓ Online administration portal



# LeadSuccess Basic App License packages

## Procedure



LeadSuccess

### 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



LeadSuccess

## 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:

- ✓ Integrated scanner for 1D barcodes and QR codes
- ✓ Device, application and scanner optimised for speed and user-friendliness
- ✓ Touch display for filling out the memo field
- ✓ Works online and offline
- ✓ Professional & personalised support by phone, email and on site
- ✓ Online administration portal



# LeadSuccess Basic QR-Code Scanner

## Procedure



LeadSuccess

### You pick up the pre-configured device

LeadSuccess Support,  
Counter in Torhaus,  
Level 3



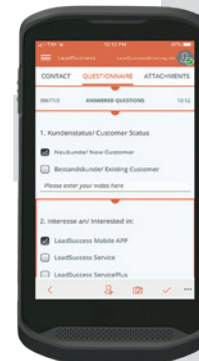
### Capture

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



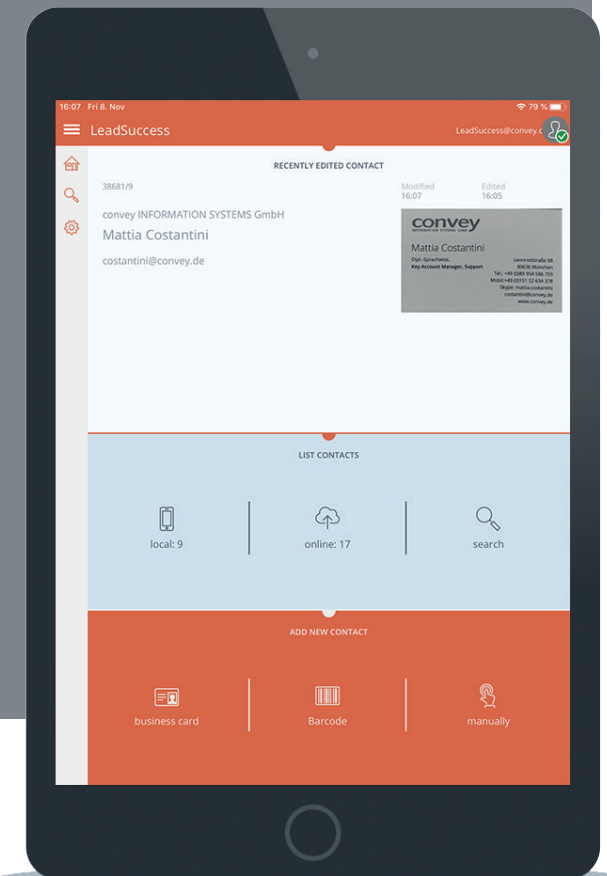
LeadSuccess

## The package includes:

-  The LeadSuccess Mobile App
-  Preconfigured iPad for scanning QR code
-  Access to the LeadSuccess portal
-  Support
-  Messe Premium Wifi

## Vorteile:

- ✓ Capture options:  
1D barcodes, QR codes
- ✓ Touch display for filling out the memo field
- ✓ Works online and offline
- ✓ Professional & personalised support by phone, email and on site
- ✓ Online administration portal



# LeadSuccess Basic iPad

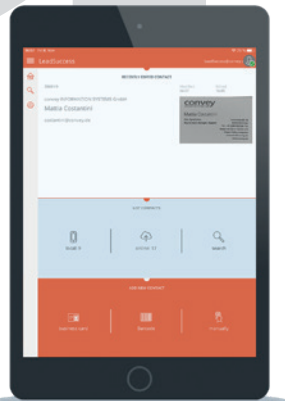
## Procedure



LeadSuccess

### You pick up the pre-configured iPad

LeadSuccess Support,  
Counter in Torhaus,  
Level 3



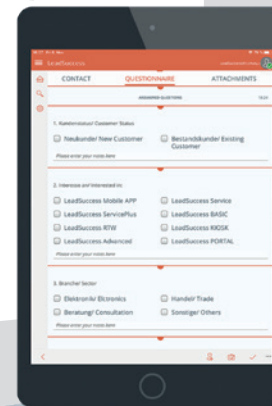
### Capture

1D barcode, QR code



### Qualify

Completing the memo field



### Export data

Contact list as Excel



# LeadSuccess Basic API

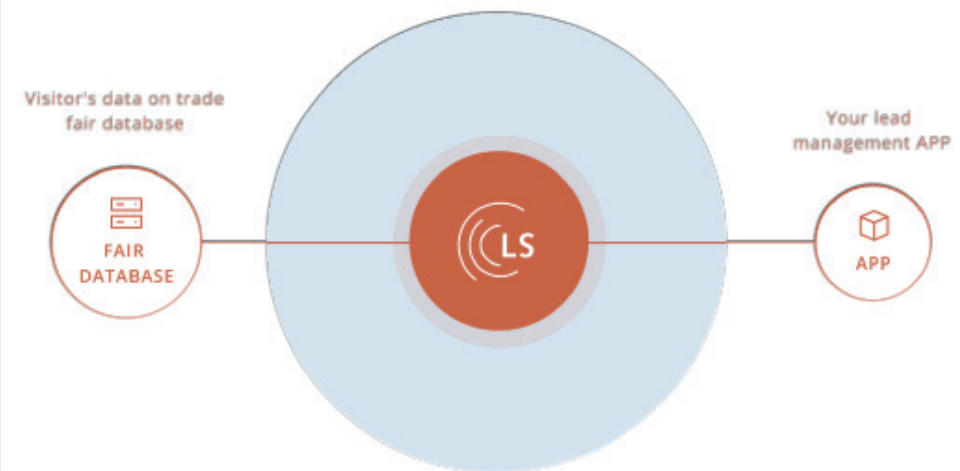
Use our API to connect your own lead management solution to LeadSuccess and receive the data from the trade fair tickets!



LeadSuccess

## 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



5.125 €

# LeadSuccess Premium Analysis

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



LeadSuccess

## Benefits:

- ✓ Expansion of basic visitor data to include additional characteristics such as industry, department, function, areas of interest, company size
- ✓ Visually prepared visitor analysis via a dashboard
- ✓ 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

