



Axess LEADS



**The innovative
lead tracking
solution for fairs**

Axess LEADS enables you to easily collect your booth visitor's information live via smartphone app or the Axess LEADS portal webportal. Instead of time-con-

suming digitalization of business cards after the event, visitors' data is simply downloaded via the Axess LEADS portal. You can track online the success of the fair alrea-

dy during the event via the dashboard. Via the app, your stand staff can supplement the visitor profile, track interests, make notes, or send documents di-

rectly to the visitor. Alternatively, if you want to quickly track all stand visitors through hostesses, you can simply enable the Axess LEADS „Quick Scan“ feature.

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In order to use **LEADS**, you need to order an admin account for individual configuration and the wished number of user accounts to collect leads.

LEADS ADMIN ACCOUNT

Gives you access to the LEADS-Admin-Portal to centrally setup the user accounts. It provides the following functionalities:

- › the easy creation and distribution of the Axess LEADS user accounts to the booth staff.
- › setup via WYSIWYG editor interests for the questionnaire, that can be polled via the Axess LEADS app for users.
- › upload of documents, which can be sent by the booth team via app to the leads.
- › live monitoring of event success via the admin dashboard.
- › three months of download availability of all recorded and consolidated leads by the stand staff.

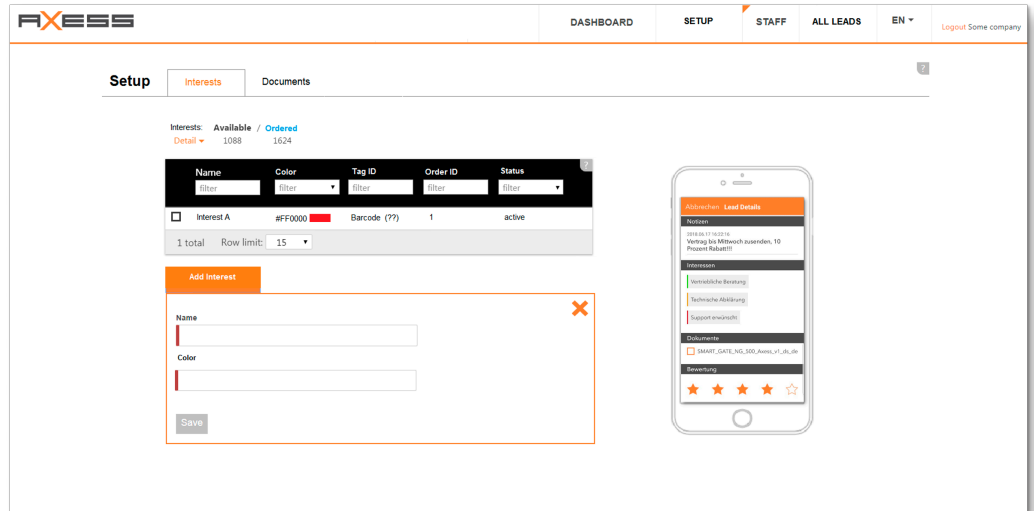
LEADS USER ACCOUNT

The user account allows you to track leads from either the LEADS Android or iOS app or the LEADS user portal, and enables the booth team to:

- › add additional contact details
- › poll the interests of leads
- › to create notes
- › send documents directly from the app to leads
- › forward contacts as a V-Card
- › view summaries in the dashboard about leads.
- › three months download availability of the collected leads by the individual user.

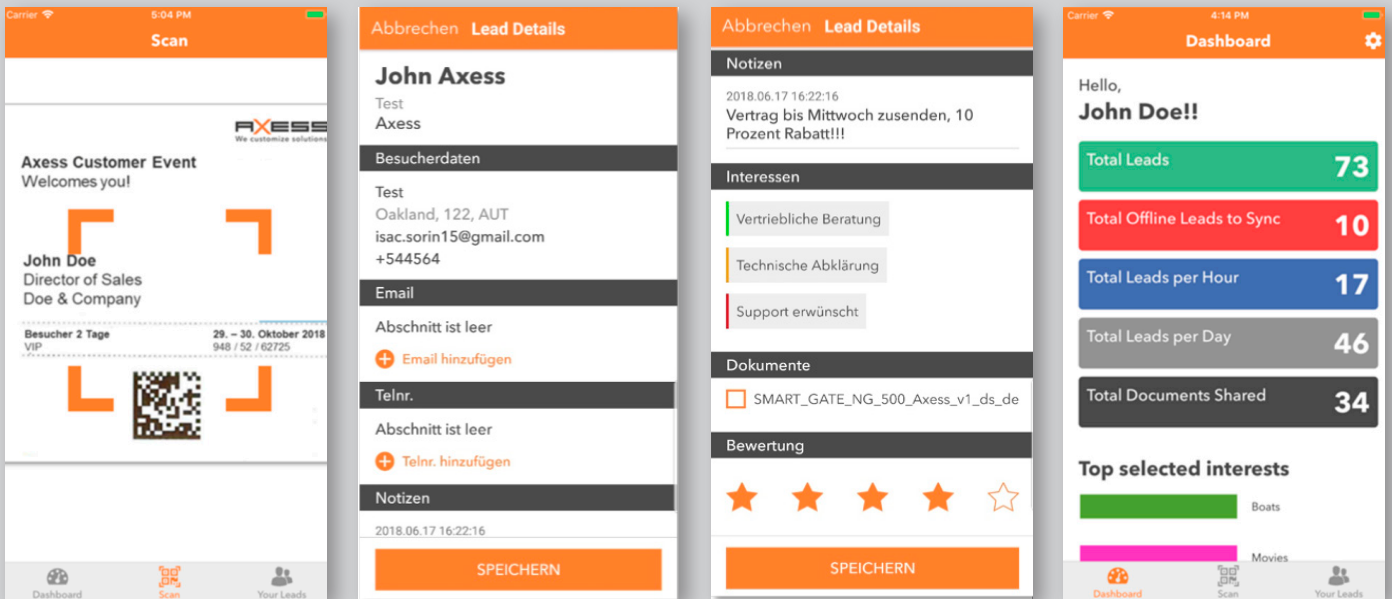
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Log in with the account to the Axess **LEADS** Admin Portal before the event to define interests, upload documents and conveniently send the account information to **LEADS** users.



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To collect your leads, simply scan the QR code on the visitor badge through the **LEADS** app or the **LEADS** portal.



④

Live overview about your booths success in the User- and Admin **LEADS** Portal:

- › Via the dashboard
- › Run analysis via filters about the collected leads
- › Download your collected leads via Excel and CSV Export of

