messe frankfurt

LeadSuccess Basic:
Professional lead management at your stand

The right solution for every event

LeadSuccess Basic: Package overview

Functionality of each package

Basic

- ✓ Included in your marketing package (free of charge)
- ✓ Including 5 APP licenses for your own devices
- ✓ Address data capture via APP using QR-Code of visitor ticket, note field included
- ✓ Transmitted visitor data: First name, last name, company, email, phone, adress, country, scan-time
- ✓ export of the data as an Excel file via the LeadSuccess web portal

FREE OF CHARGE

Classic
Funktionsupgrade

- ✓ All services of the Basic package plus
- ✓ Scanning of business cards and manual input of contacts
- ✓ individual fair report for further qualification of contacts
- ✓ Appendix of photos, voice memos and sketches
- ✓ GDPR signature field
- ✓ Automated sending of mailings to recorded contacts possible

204 €

Premium
Analyse

- ✓ All services of the Classic package plus
- ✓ Dashboard incl. visualization of data in analysis charts
- ✓ Possibility to cross-reference and analyze selected data in the dashboard
- ✓ Additionally submitted visitor data by scanning the visitor ticket: industry, department, function, area of interest

316 €

Professional
Analyse

- ✓ All services of the Premium package plus
- ✓ Potential analysis of your leads in relation to the entire trade fair
- ✓ The data scanned from the ticket is compared with all the visitors who have been on site

527 €

LeadSuccess Basic: Complementary products
More LeadSuccess products to complete your trade show presence

LeadSuccess Basic

LeadSuccess Basic license packages
additional Accesses/ licenses

1 piece	**103 €**
10 pieces	**718 €**
25 pieces	**1.280 €**

LeadSuccess Basic iPad incl. license to scan admission tickets

255 €

LeadSuccess Basic QR-Code Scanner
Barcode scanner incl. license to scan admission tickets

255 €

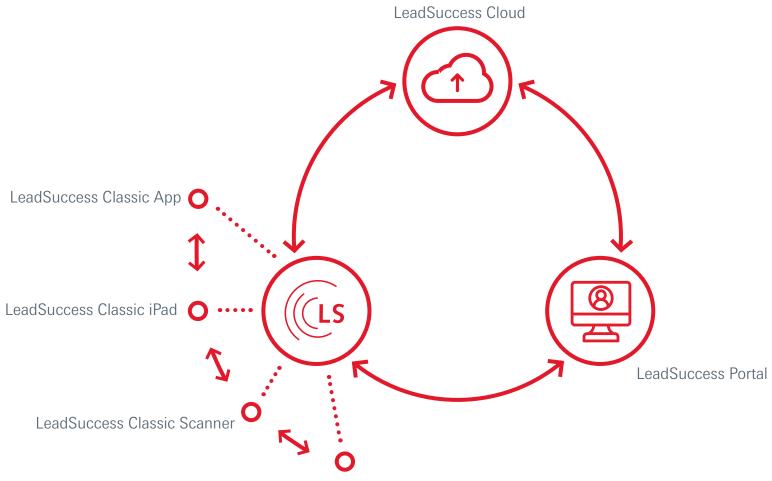**LeadSuccess Basic API** Interface to your lead management tool

5.125 €
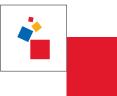
ⓘ Order all your LeadSuccess products easily in our Shop for Exhibitor Services.

LeadSuccess products: Modular combination possible!

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

LeadSuccess

LeadSuccess Cloud

LeadSuccess Classic App

LeadSuccess Classic iPad

LeadSuccess Classic Scanner

LeadSuccess Premium/Professional Analysis

LeadSuccess Portal

LeadSuccess Portal

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

LeadSuccess

Benefits:

Funktionen in LeadSuccess Portal
Basic   Classic

Benefit	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

LeadSuccess

The package includes:
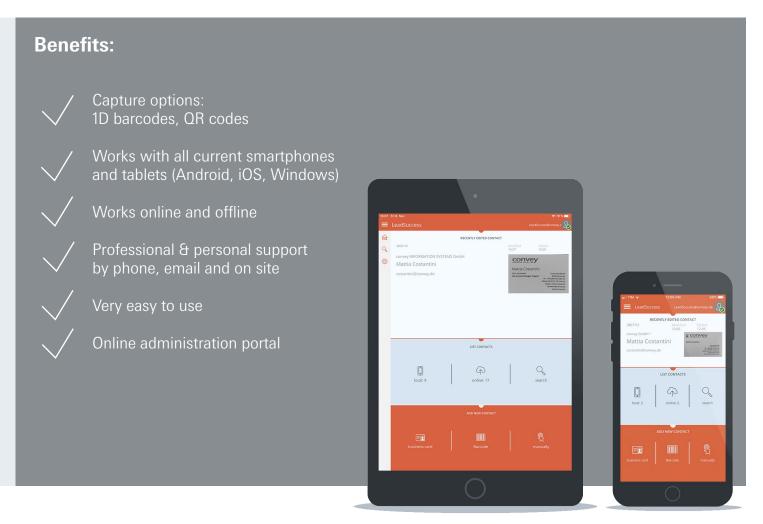
Additional licenses to the 5 free app licenses

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

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
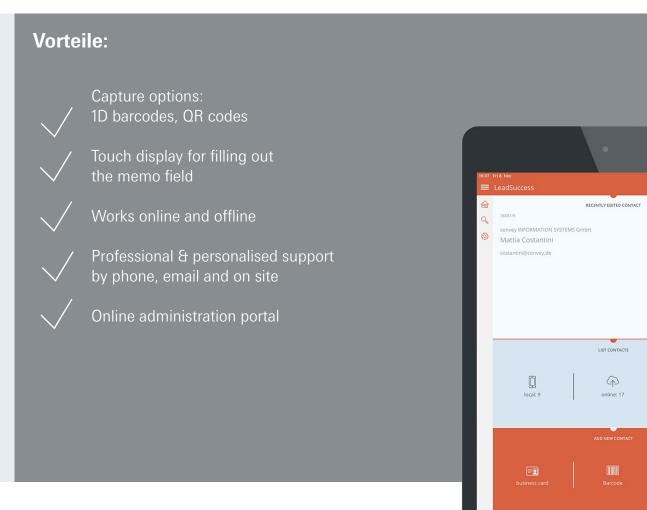
LeadSuccess Basic iPad
Procedure

LeadSuccess

You pick up the pre-configured iPad

LeadSuccess Support, Counter in Torhaus, Level 3

Capture

1D barcode, QR code
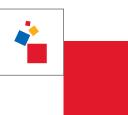
Qualify

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

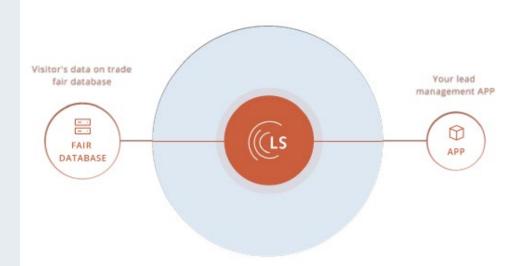Complete documentation
about the API

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

Test server for interactive testing
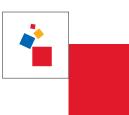of the API functions

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

Visitor's data on trade
fair database

FAIR DATABASE

LS

Your lead
management APP

APP

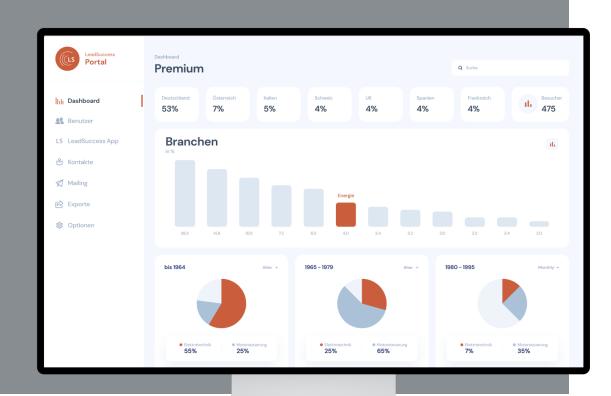## 5.125 €

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