

mesago

pcim

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NUREMBERG, GERMANY

## Lead & Track by LeadSuccess

Learn more about the  
visitors at your stand.

# Your access to meaningful visitor data

The *Lead & Track by LeadSuccess* solution allows you to **record and analyze the visitors** at your trade show booth.

Different **packages of the tracking solution** are available which differ in the depth of the visitor data you receive.

By scanning visitors' tickets, you can conveniently access detailed data that can be analyzed in a visually optimized dashboard during the trade show, allowing you to target new contacts afterwards.

## Benefits:

- ✓ Extensive analysis along the demographic data of the visitors at your booth
- ✓ Professional recording and processing of your generated leads
- ✓ Potential exploitation for the optimization of your future trade fair appearances
- ✓ Integration option of customized questionnaires to assess customer needs
- ✓ Automated dispatch of mailings to your recorded contacts and the associated possibility of addressing them in a target group-specific manner even after the event

# Lead & Track services

Services included in SMS packages

## BASIC & BOOST

Don't miss out on any potential lead at your booth!

- ✓ **Visitor data**
  - Registration of visitors via scanning of badge or business card
  - Transmitted data (title, name, company, email, address, country, scan time)
  - Editing of contacts and addition of own information
- ✓ **Visitor analysis** in the form of an Excel/ CSV list per day (retrievable until 6 weeks after the event)
- ✓ Possible integration of customized **questionnaires**
- ✓ Automated dispatch option of **target group specific mailings**
- ✓ **2 accesses/licenses** (software via App – without hardware)

Services included in SMS packages

## BEST

Benefit from a visually optimized visitor analysis!

- ✓ **Dashboard incl. visualization** of data in analysis charts (retrievable until 6 weeks after the event)
- ✓ **Additionally submitted visitor data** (industry, department, function, grade, area of interest).
- ✓ Possibility to **cross-reference** and analyze selected data in the dashboard
- ✓ **15 accesses/licenses** (software via App – without hardware)
- ✓ All Lead & Track services mentioned in the Basic & Boost packages (excluding licences)

## Complementary products

### Accesses/licenses

Piece	€
1	105.-
10	720.-
25	1.290.-

### Barcode scanner

Barcode scanner incl. license

359.- €

### iPad

iPad incl. license to scan barcodes and business cards

359.- €

### Interface to own Lead tracking solution

Direct interface for captured leads with own tracking software

**for first-time users 5.000 € / for rebookers 3.500 €**

### Interface to CRM system

Direct interface for captured leads to your CRM system (Lead&Track usage necessary)

**Price on request**