



Your guide to using the

# Lead Retrieval App

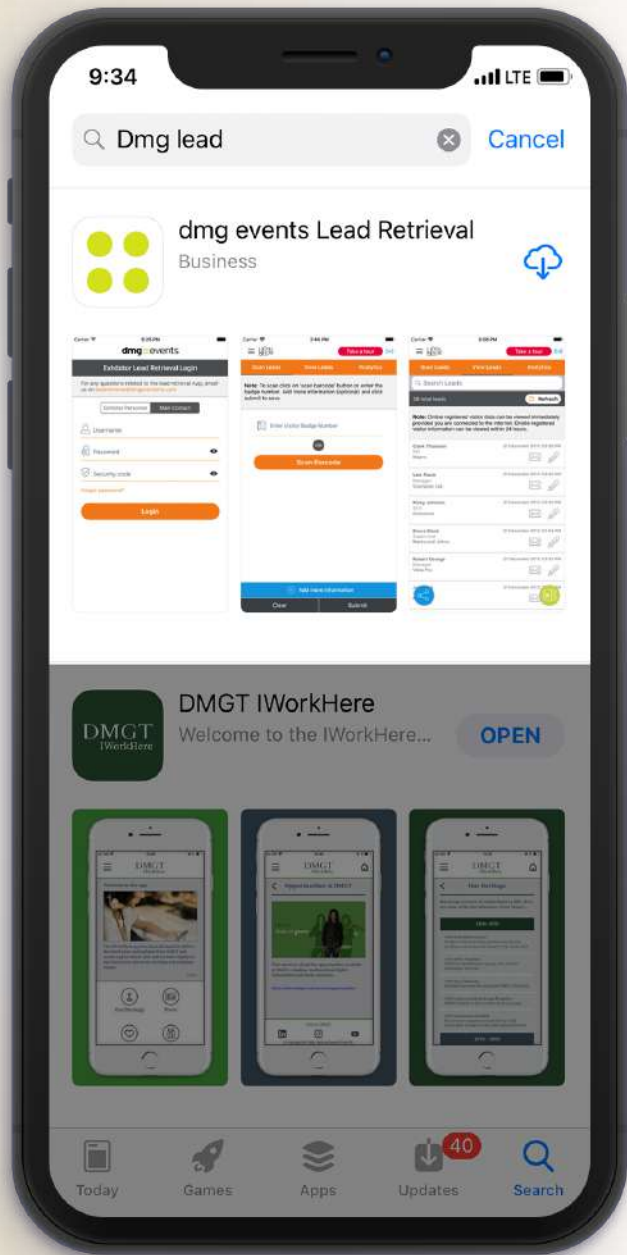
A powerful and easy way to capture sales leads using your own Smartphone

Powered by **xperience**  
event technology experts



## APP FEATURES

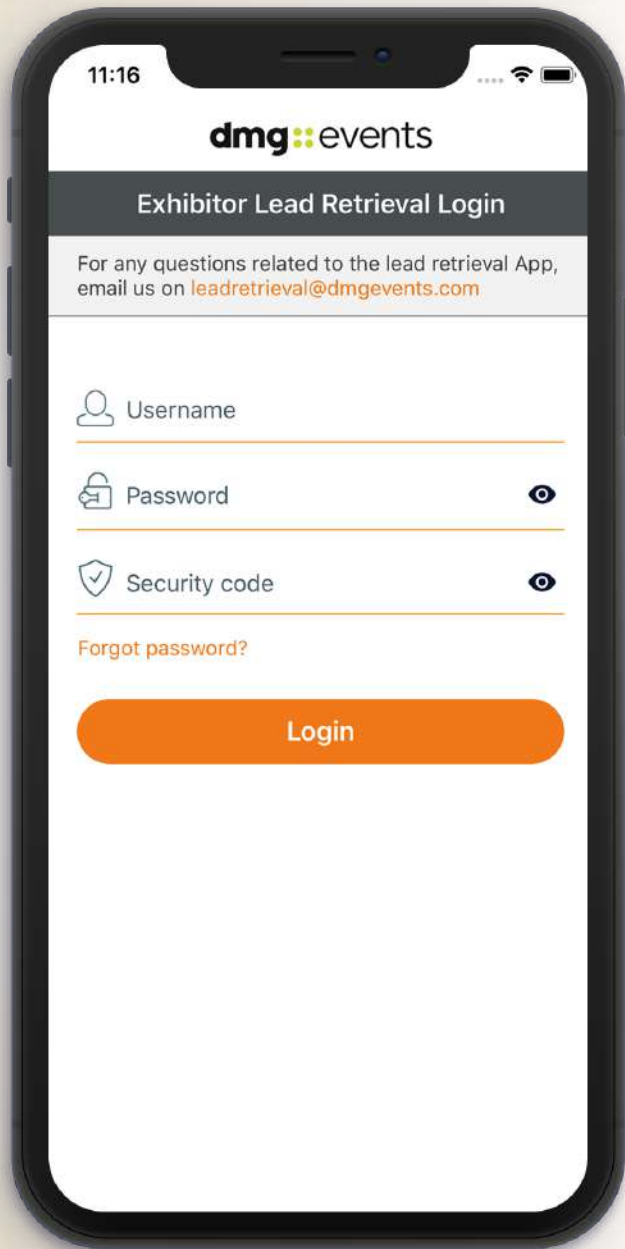
- ↳ Capture and view lead information in real-time on and off the show floor
- ↳ Export leads into excel for easy follow up
- ↳ Send an email immediately to your prospects from the system with a request to follow-up post show
- ↳ Real time reporting and analytics
- ↳ Edit and qualify leads with notes
- ↳ Use your own iPhone or Android device
- ↳ Works with or without internet connectivity
- ↳ One login for multiple users in a single company



## APP DOWNLOAD & INSTALL

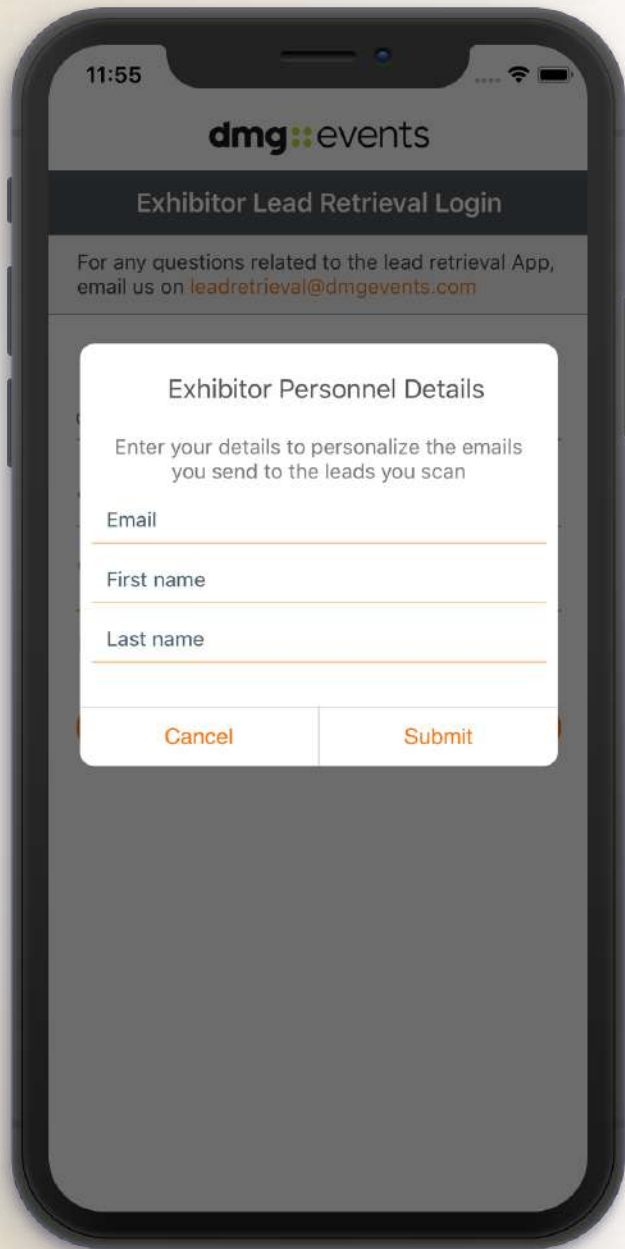
- Go to the App Store and search for **dmg events Lead Retrieval**
- Click on the install button

Don't forget to share the App logins with your team attending the show!



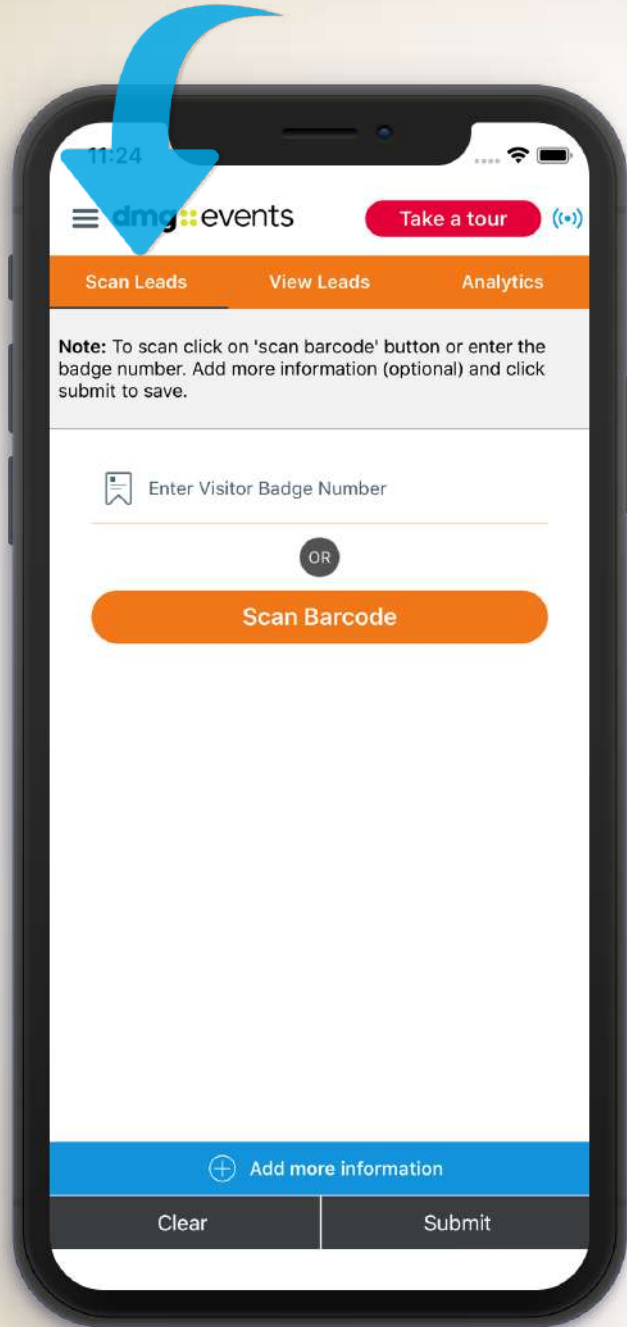
## LOGIN SCREEN

- ↳ Your logins will have been emailed to you prior to the event
- ↳ You will receive one login for the whole company and a web link to access the dashboard
- ↳ To activate the App, please ensure you login for the first time while connected to the Internet



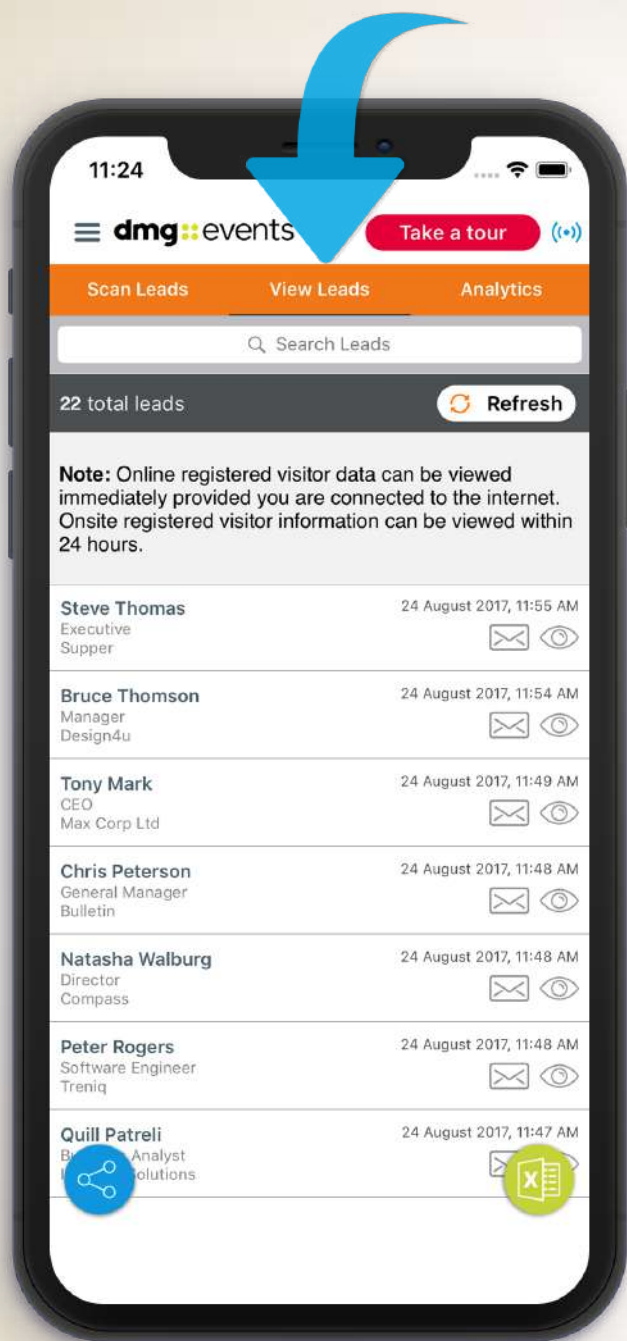
## ADD YOUR BUSINESS DETAILS

- ↳ After you log in, the App will prompt you to add your first name, last name and business email address
- ↳ The purpose of this is to personalise the emails you send your leads from within the App
- ↳ **We therefore recommend you add your business email and not your personal or general business email ID such as info@ etc.**



## SCAN LEADS SCREEN

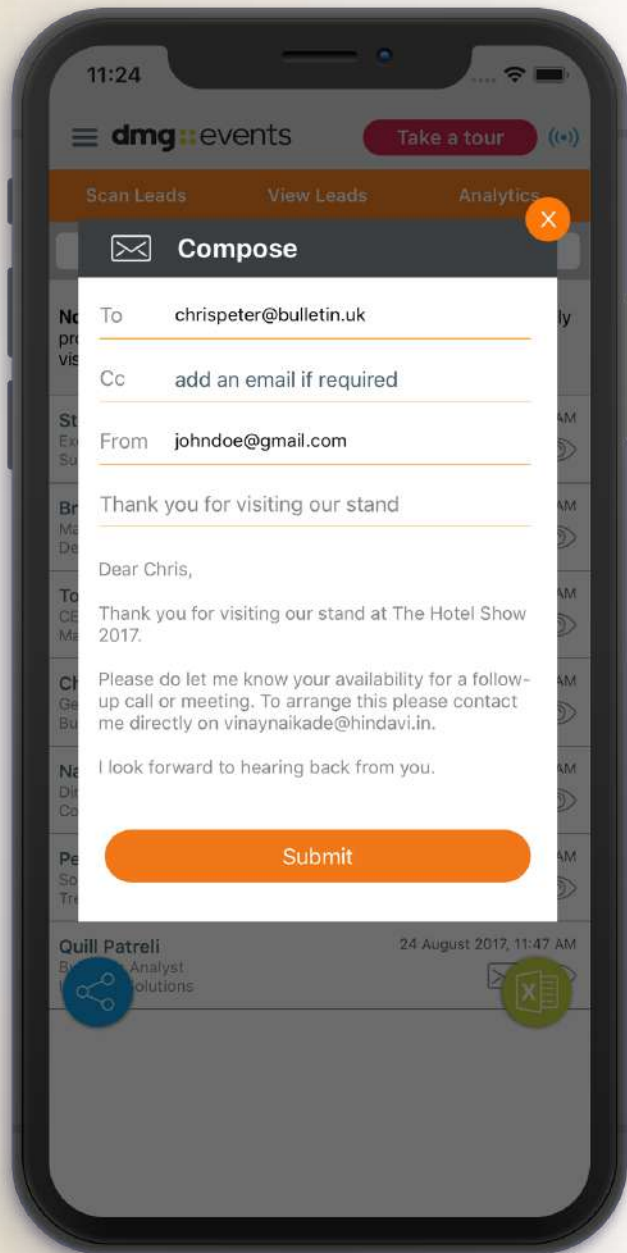
- ↳ Click on **Scan Leads** tab at the top of the page
- ↳ Click on **Scan Barcode** button and scan the barcode on the visitor badge
- ↳ After you have scanned the lead a pop-up will appear asking whether you want to 'Add more information' or 'Save the lead'
- ↳ 'Add more information' allows you to add voice notes, photos and other useful sales information.
- ↳ After adding more information, click on the Submit button
- ↳ Your lead is now saved



## VIEW LEADS SCREEN

- ↳ Click on the **View Leads** tab at the top of the page
- ↳ You will view two types of leads – leads who have pre-registered online. These leads contain the contact details provided by the visitor and will be available immediately after scanning. The second type of leads are those visitors who registered at the venue. These leads will be available to view within 24 hours
- ↳ To download the leads you have scanned, please click on the excel icon at the bottom of the screen. You can also share your leads by clicking on the share icon.



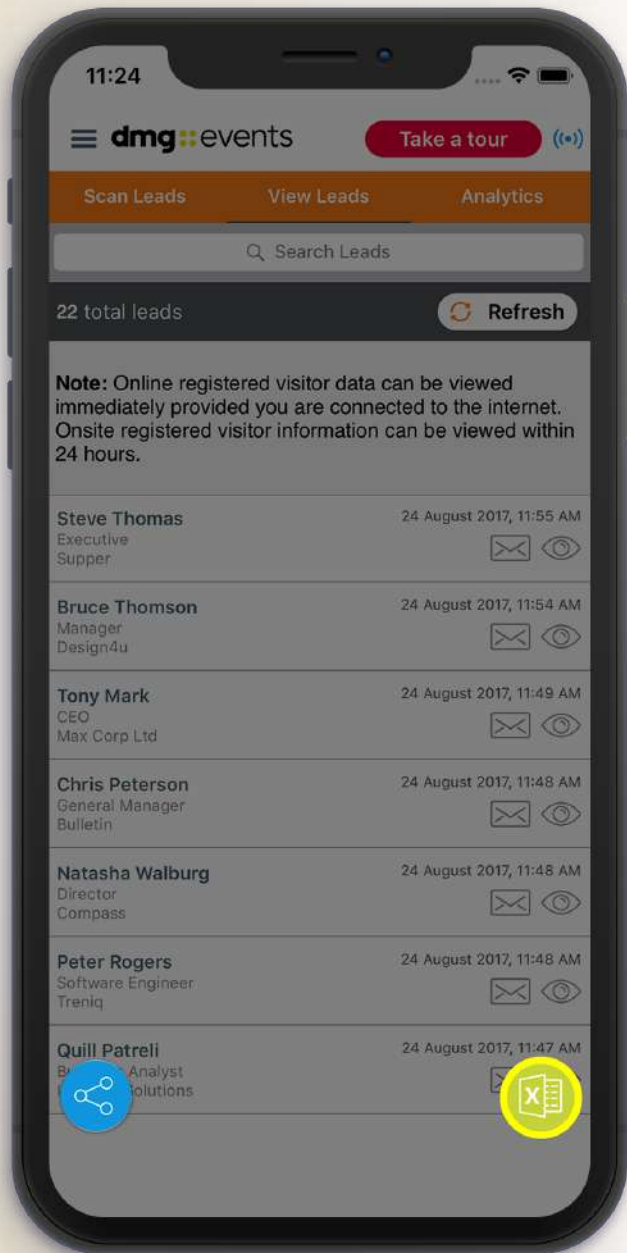


## SEND AN EMAIL


- ↳ Click on the **View Leads** tab at the top of the page
- ↳ To send an email click on the email icon against each lead
- ↳ You have the option to edit the email before sending. Please note that the email will be personalized with the details you entered when you first logged into the App
- ↳ You can email pre-registered leads i.e. registered prior to the event, immediately after scanning. Leads who registered during the show at the venue can be emailed within 24 hours
- ↳ If you are connected to the internet the email will be sent immediately. If you are offline the email will be sent once you connect to WiFi

Please note that all replies to emails sent from within the App will go directly to the email address you provided when logging in.





## DOWNLOADING YOUR LEADS

- ↳ Before downloading your leads make sure you are connected to the internet. You can see if you're connected via the  symbol at the top of your screen
- ↳ Click on the share or export button to download captured data
- ↳ Don't forget - Online pre-registered visitor information can be viewed immediately. On-site registered visitor information can be viewed after 24 hours

Please note that you can download the leads you have scanned directly through the app; however, to download leads scanned by all stand personnel just login to <http://leadretrieval.dmgeventsme.com> using the credentials provided to you.



## ANALYTICS SCREEN

You can view:

- ↳ Number of leads scanned
- ↳ Number of emails sent
- ↳ Leads by date
- ↳ Top five countries

Just visit your play store or app store and download this application now!



For more information, email us on  
[leadretrieval@dmgevents.com](mailto:leadretrieval@dmgevents.com)  
or visit the Organisers Office during the show



**dmg** :: events