cmLead

cmLead allows exhibitors to quickly identify visitors and track traffic to their booth. Used on an iOS device with a high performance scanner the tool is user-friendly, intuitive and displays immediate attendee profile information. A powerful tool to let exhibitors maximise their attendance!

IDEA ONE — FAST LEAD IDENTIFICATION

IDEA TWO — WEB BASED CONFIGURATION

IDEA THREE — IMMEDIATE QUALIFIER REVIEW/UPDATE
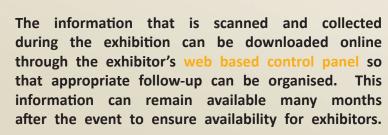
IDEA FOUR — ADVANCED REPORTING

cmLead scans delegate badges and looks up information directly in any central registration database to retrieve the most up-to-date info. However, in case of network inaccessibility each device consults a locally replicated database to ensure uninterrupted performance. This means booth personnel always have immediate access to visitor's profile details.

Each exhibitor has access to a web based configuration utility to specify the qualifier information they wish to track. Upon onsite collection of scanning devices, each scanner is loaded with the exhibitor unique profile.

Right-upon scanning, the device's display shows the attendee's profile information providing the salesperson with an opportunity to tailor the visit to the attendees needs. If information appears incomplete, it can be updated right-away to ensure accurate information gathering. A customisable qualifier screen allows exhibitors to track which products or services visitors are particularly interested in.

The information that is scanned and collected during the exhibition can be downloaded online through the exhibitor's web based control panel so that appropriate follow-up can be organised. This information can remain available many months after the event to ensure availability for exhibitors.

Contact us to offer serious lead tracking to your exhibitors now!
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IDEAS THAT WORK

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