



# 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 webportal. Instead of time-consuming 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 already during the event via the dashboard.**

**Via the app, your stand staff can supplement the visitor profile, track interests, make notes, or send documents directly 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.**

①

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 and provides the following functionality:

- › The easy creation and distribution of the Axess LEADS useraccounts 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.
- › Consolidated download of all recorded leads for 3 months.

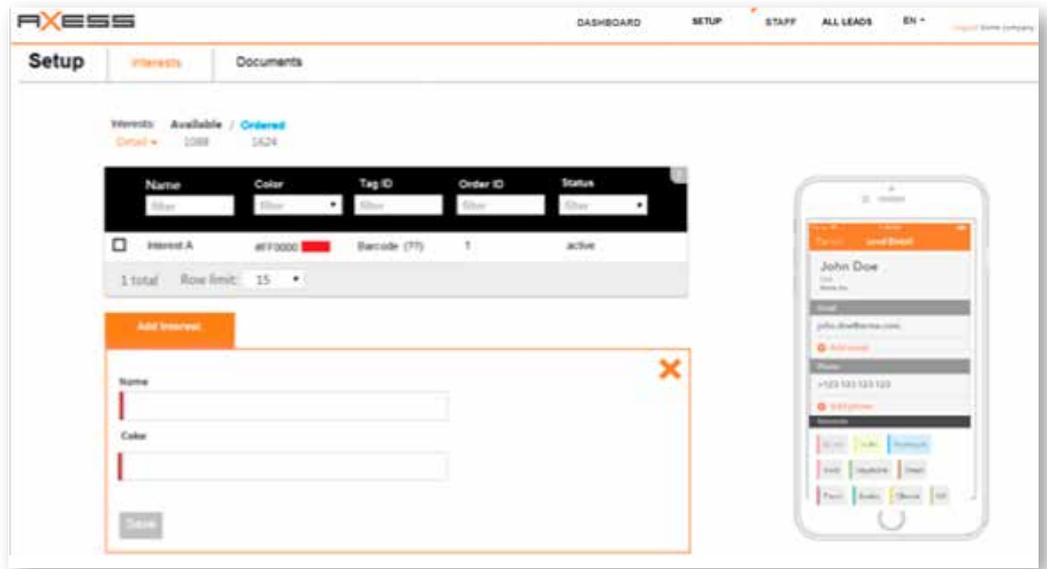
## **LEADS USER ACCOUNT**

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 e-mail and phone information
- › To poll the interests of leads
- › To create notes
- › To send documents directly from the app to leads
- › Forward contacts as a V-Card
- › View summaries in the dashboard about leads.
- › Download the information about your collected leads for 3 months

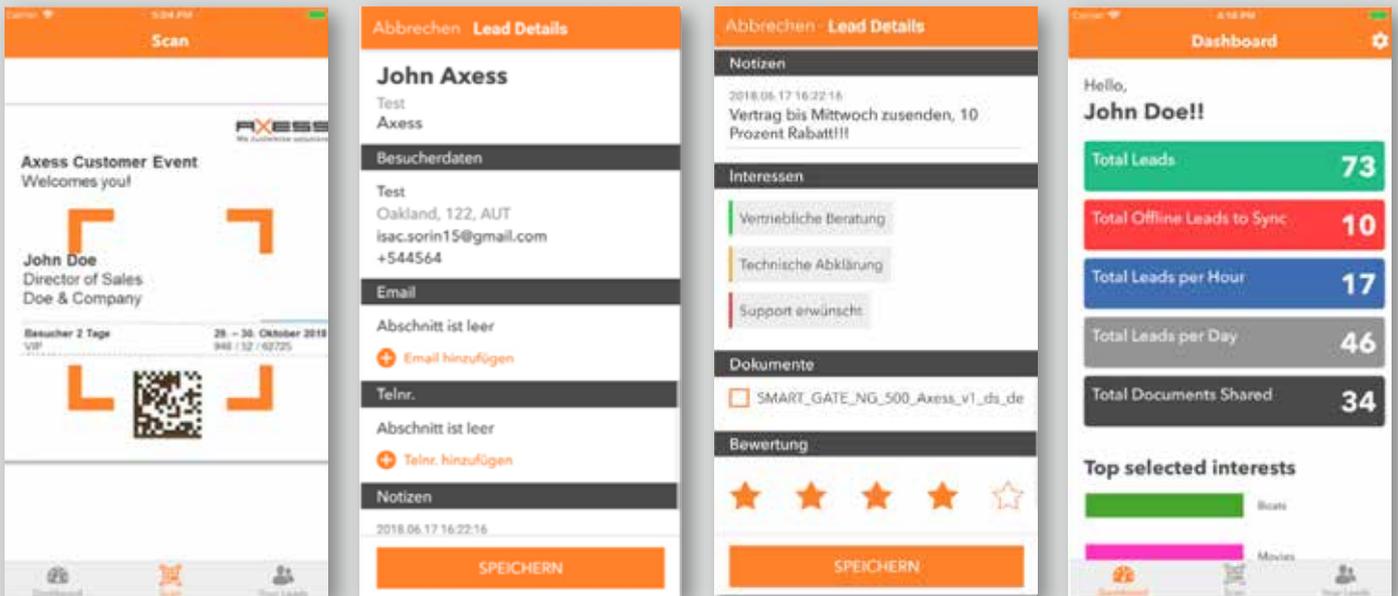
②

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.



③

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

