

## Information about the FairMate LeadTracking App

Among other things, the obligatory Marketing Package includes the **FairMate LeadTracking App for recording visitors**. Upon activation of the App, the visitor tickets (badges) can be scanned at the trade fair stand in order to generate valuable leads during the event.

The FairMate LeadTracking App enables exhibitors to easily record and organize their trade fair contacts. By scanning the QR code on the ticket of the stand visitor, his or her contact information is transferred directly to the exhibitor's smartphone. The contact details can then be further processed and exported.

The **usage licenses** for activating the product are sent to the exhibitors via e-mail. Furthermore, each exhibitor receives one **administrator code** for managing all usage licenses, as well as an **instruction guide**.



# The **instruction guide** demonstrates the use of the FairMate LeadTracking App for recording visitors in four steps:

**1 Install the App**  
An Internet-capable smartphone is required in order to install the App. The App can be downloaded in the Google Play Store or the Apple Store. To do so, enter „FairMate LeadTracking“ in the search bar.

**2 Scan the usage license**  
The application is activated by scanning the QR code on the usage license. The smartphone must be connected to the Internet during activation. When this step has been completed, the exhibitor has the possibility to enter a device ID. In this way, the devices used can be allocated to different people/areas at the trade fair stand.

#### **Note regarding the administrator code**

Each exhibitor receives an administrator code. As well as for general use, the QR code on this license also activates the device for further configuration options (tags, access statistics).

**3 Scan the visitor QR code**  
With the „Scan“ button, the QR code on the visitor's ticket can be registered directly at the stand. All information is saved automatically on the exhibitor's smartphone and can be viewed using the button „Contacts“. By selecting a contact, it is possible to further process this or add a memo.

**4 Export the visitor contact details**  
Using the option „Download contacts“, all the contacts scanned by the smartphone are exported. The contacts can be sent via e-mail as an Excel table.

#### **Further options**

A third button „Options“ enables the user to make further settings (language, device recognition, etc.). All scanned QR codes are saved on the device. In order to receive the corresponding contact information to these QR codes, the device must be synchronized. The standard setting is „Synchronize automatically“ (Internet connection required).

In the case that no Internet connection is possible for a sustained period of time, the FairMate LeadTracking App automatically works in offline mode. In offline mode, all contacts can be recorded as usual. As soon as the device connects to the Internet, the device can also be manually synchronized via the „Synchronize now“ button and the data completed. The button „Delete all data“ deletes the current license and all contacts on the device. This returns the App to its original settings.

**Do you have any questions or require support? Contact us!**

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