



Leads capture made easy

Emperia is a simple mobile application to easily capture lead's contact information during the event and helps you to facilitate an effective follow-up.

Value proposition

- ✓ **View** your lead's contact information **instantly** in the app.
- ✓ Add **notes** and **rate** your leads for an **effective** follow up after the show.
- ✓ Receive emails at the end of the day and again at the end of the show (sent to the main contact of your company), with the link to the Exhibitor Hub where you can download your full lead report.
- ✓ **Download** your lead report at any time under downloads in the Emperia section within the Exhibitor Hub. You will need your access data for the Exhibitor Hub.
- ✓ If you are not connected to the internet, the application stores the visitor's Badge ID and synchronizes the data as soon as it is connected to the internet again. However, we recommend that you have a permanent internet connection so that you can check the completeness of the contact data.
- ✓ **Visitors** receive an email at the end of the day with **the list of exhibitors visited** this includes your **company name, day and time** of connection and name of the **person they connected with as well as contact details (E-Mail and phone number)**.

What you need to know

- ➔ Name of the scanning employee - This name is shared with visitors who will receive an email at the end of the day with the exhibitors visited. You can also use this name in the lead report to identify which contacts were scanned by which employee.
- ➔ Company ID
- ➔ Company access code

Company ID, company access code and a link to download your lead report can be found in the Welcome email sent to the main contact of your company.

You can use the log in data with as many users as you would like.

Brand new features

- ➔ **Custom questions for lead qualification**
Add your own questions to ask your leads during the lead capture process. Not only does the feature help you get to know your prospects better, it's also great for contact follow-up at your stand.
- ➔ **Effective trade fair follow-up with Custom Content**
With Custom Content, you have the option of automatically sending all leads up to 3 different documents from your exhibitor profile after the show. Less effort for show follow-up - more time for your business.

How it works



Book Emperia

Book Emperia through your contact person.



Install

Download the app onto your device.



Register

Register with your name, company ID and access code provided.



Scan Onsite

Scan the attendee badges and capture their info.



Download

Export all your leads as an easy to use .XLS or CSV.

Don't hesitate to contact us

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