

Axess LEAD TRACKING

This is how it works...

1 Order the accounts:

As an exhibitor you need an **Axess LEAD TRACKING** admin account and an **Axess LEAD TRACKING** user account.

- > The administrator account enables user licenses to be distributed to the stand personnel and provides a consolidated overview of all data recorded by the stand personnel during and after an exhibition.

2 Capture leads live:

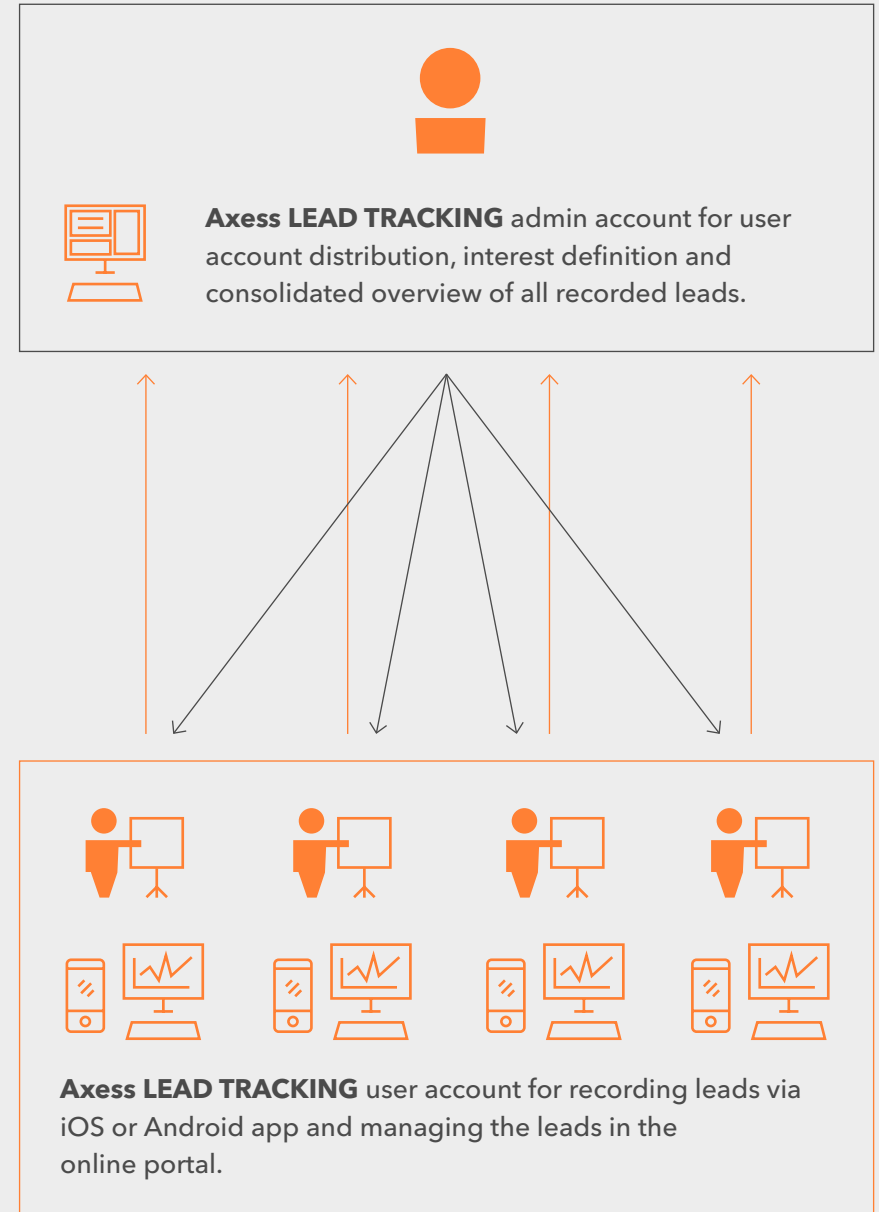
The user account allows you to record visitors via Android or iOS APP or **Axess LEAD TRACKING PORTAL**. With a user account, the stand employee can

- > either log in on the smartphone and start the recording process directly on their own smartphone
- > or log in online and edit the information about the lead.

3 Flexible reports & easy data export:

Different accesses are possible depending on the account:

- > The **Axess LEAD TRACKING** user account allows access to your data either on your smartphone or via the online portal.
- > The **Axess LEAD TRACKING** admin account provides access to all collected data and consolidated reports.



Axess

LEAD TRACKING

This is how it works...

1



Easy configuration of accounts

Axess LEAD TRACKING ADMINPORTAL:

- > Log in online and independently manage booked accounts for the stand personnel.
- > Send app login information to stand personnel.
- > Create central interests that are to be queried.
- > Upload documents via app that can be sent from stand personnel to leads.

2



Fast live recording of leads, also offline

Axess LEAD TRACKING APP:

- > Download Android or iOS app.
- > Log in with the transmitted account and scan the access data barcodes.
- > Record leads live.
- > Edit and download recorded contacts.

Axess LEAD TRACKING USERPORTAL:

- > Manual entry of leads via serial number or by using the optional 2D barcode scanner.
- > Live view of your own scanned leads or consulted view of all leads recorded at the stand in the admin portal.

3



Flexible reports & easy data export

Axess LEAD TRACKING ADMINPORTAL:

- > Central live view of all recorded leads.
- > Filter and evaluation of leads by country, interest and stand personnel.
- > Consolidated export and evaluation of all leads.

Axess LEAD TRACKING USERPORTAL:

- > Central live view of the leads recorded by the stand personnel.
- > Filter and evaluate leads according to countries, interests, etc.
- > Export all leads.